

Oklahoma Arkansas
Texas † Center of the Southwest Louisiana

DALLAS

A MONTHLY MAGAZINE PUBLISHED BY THE DALLAS CHAMBER OF COMMERCE

Volume 11, No. 9

SEPTEMBER, 1932

Price, 15 Cents



This is the sixth of a series of sketches by Guy F. Cahoon. It pictures Dallas Hall, one of the many handsome new structures that dot the campus of Southern Methodist University

IN THIS ISSUE: We Worry ♦ Financial News ♦ Who's Who
On the Upgrade ♦ Half a Century Ago
Oak Cliff News ♦ World's Greatest Athlete ♦ What's in a Name?
The Cotton and Cotton Oil News ♦ Editorials ♦ The Modern Chamber of Commerce

Boy's circus ticket • buys gas for 25 dinners



The price of a little boy's 25-cent circus ticket will buy enough Dallas gas to cook 25 dinners for a family of three, or heat water for 350 of his father's morning shaves.

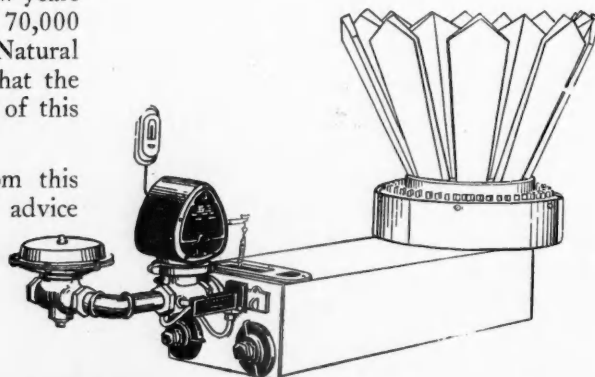
Do you know of any other spotless heat in the world that can match this?

Sometimes Dallas people forget how low-priced and luxurious their gas is, until their visitors remind them of it. The industrial engineers who surveyed the town a few years ago placed a high value on your 70,000 smokeless chimneys, as follows: "Natural gas is one of the best inducements that the city of Dallas has to offer." (Page 9 of this survey report.)

Are you getting the top value from this powerful heat? Ask our engineers' advice about modern heating apparatus to suit your own needs. They gladly make free adjustment of industrial installations, old or new.

One of the new industrial economies is a unit heater that could warm a circus tent. Airplane hangars, warehouses and shops use these splendid heaters because they need no floor space.

HAVE you an old-fashioned furnace that stands idle in the basement, while gas heaters furnish the winter warmth? Wouldn't you like to switch this cob-webbed furnace to gas, and have MODERN central heating this winter? Slide a gas burner into the firebox and you have a spotless, automatic heating system. Let our engineers show you how economical it is. Gas Burners and complete Central Heating Units are on display in our building.



LONE STAR
★
The Dallas Gas Company
GAS SYSTEM

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Smith
Aud

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McAlp
Mer
Peter
2-87
Young
2-15

Brunke
2-42
Burnett
7-15
Ernet
7-22
Hutchin
Santa
Morgan
2-160
Nelson
2-207
Rankin
Bldg.
INCO
Lynch,

Geisecke

Baker, A
Bernet, E
7-4733
Brown, A
Bulger, C
2-4631
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7-3094
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AUSTIN, TEXAS

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DALLAS IS READY!

AN AMPLE SUPPLY OF MATERIAL
MEN AND MONEY MAKES IT * * *
EASY to BUILD!



The upward swing has begun.

For two and a half years the business cycle turned slowly through a period of depression. The summer of 1932 saw the beginning of the end, and the fall shows sure signs of recovery.

Accumulated purchasing power is everywhere about us. Its release will be gradual, but it will be cumulative—the longer it runs the stronger it will become.

In the construction industries the corner has definitely been turned. No longer are prices falling. They are rising. The demand for new housing is stronger today than it has been for 36 months.

Dallas is ready to meet this new demand.

Lending agencies have ample supplies of money for sound loans. The supply of skilled labor is plentiful at reasonable wages. Material houses are equipped to meet any demand, with prices of all commodities firm.

Those who know the situation realize that June and July were the most favorable months in which to build. But it is not too late. Prices have only *begun* to advance. Nineteen hundred and thirty-three will see a revival in building that will push prices higher and higher.

You can still build while construction costs are low. Do it.

FIRMS COOPERATING IN THIS CAMPAIGN

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Brick and Roofing Tile

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1401 Santa Fe Building—2-1486

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Hart Furniture Company
1933 Elm Street—7-3056

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Agent—Travelers Insurance Co.
Republic Bank Building—7-8261

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J. W. Lindsley & Company
1209 Main Street—2-4366

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Griffiths & Company
918 S. Lamar Street—7-3153
Robinson-Brewington Lbr. Co.
2021 McKinney Avenue—2-9021

Plumbing Fixtures and Supplies

Standard Sanitary Mfg. Co.
1200 Jackson Street—2-6466

Real Estate

J. W. Lindsley & Company
1209 Main Street—2-4366

Title Insurance

Stewart Title Guaranty Co.
1221 Main Street—2-8491

Utilities

Dallas Power & Light Company

"Build while Construction costs are low"

Catch the Upswing



Advertising gets men back to work!

Advertising gets the business that opens up the portals of employment.

Illustrated advertising is the most effective and cheapest in the long run.

Harper Standard Illustrations are correct, artistic and effective.

Cotton is leading a general advance in prices on all commodities and business generally is steadily improving. Step by step the depression is being forced into oblivion.

Everybody is feeling better. Help Wanted signs are making their appearance. The world is getting back to work. Business is improving in all lines. Dollars are creeping out of hiding and finding their places in the swirl of commerce. Smiles are replacing frowns. The future looks rosy, especially when compared to the immediate past.

The firms that advertise effectively will be the ones that profit most from returning prosperity, because they will catch the upswing.

HARPER-STANDARD ENGRAVING CO.
1615 ROYAL ST. • TELEPHONE 7-5385 • P.O. BOX 1016 • DALLAS, TEX.

\$2,863,000,000 **in Life Insurance!**

THERE IS IN FORCE IN TEXAS in legal reserve companies \$2,863,000,000 of insurance on the lives of Texas citizens. Of this amount, \$1,238,000,000 is carried by Texas companies. There are 2,295,537 policies in force in Texas and 1,313,328 of these are with Texas companies.

There was written on the lives of Texas citizens during 1930 \$813,000,000 in life insurance, of which \$441,000,000, or more than 55%, was written by Texas legal reserve companies.

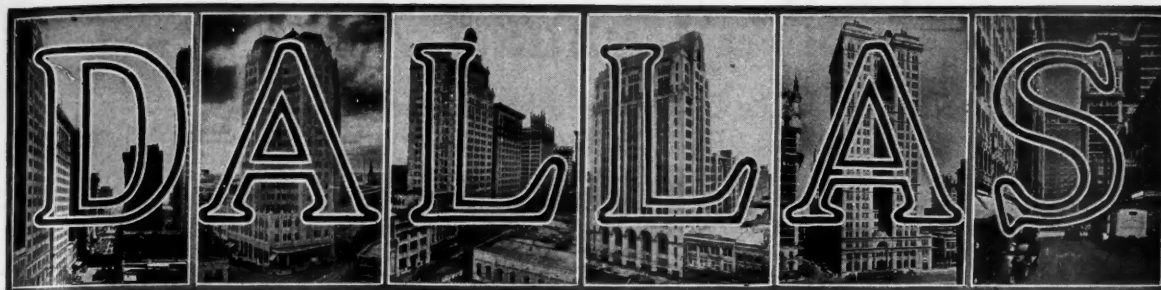
When we stop to consider that close to one-third of the total life insurance in force in Texas was written in 1930 and that 39 Texas companies wrote more than 106 non-resident companies, we get some idea of the rapidly increasing importance of life insurance in Texas and the remarkable progress being made by Texas companies.

The old idea that life insurance is nothing more than "death" insurance has given way to a more understanding and liberal conception of its value and functions in present-day life. This is why life insurance is today playing such an important part in our social and economic life. This is why Texans are becoming life insurance conscious. This is why life insurance is today recognized as one of Texas' leading businesses and Texas companies as one of our greatest assets.

HAVE YOU A DEFINITE LIFE INSURANCE PROGRAM ?

Starting with the October issue of DALLAS, a series of advertisements will present monthly the values and functions of life insurance as they affect and fit into our modern social and economic life. The series will be sponsored by leading Texas Life Insurance Companies which are owned and operated by Texans, for Texans, which invest their money in Texas homes and business and which are in a position to serve your insurance needs and assist you in building and conserving your life insurance estate.

NOTE Figures used have been taken from the fifty-sixth, or last published, report of the Texas Board of Insurance Commissioners for the year ending August 31, 1931, and do not include any of 1931 and 1932 business.



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Volume 11

SEPTEMBER, 1932

Number 9

We Worry!

and Life Goes on Just the Same

(Being Evening Reveries of a Tired
Business Man in a Flower Garden)

It had been a bad day at the office—everyone had a story of gloom to tell. Tired and morose, listlessly I ate my dinner. Books had lost their appeal. The radio held no attractions. I wanted peace and quiet.

I wandered out into the back yard—an open space, grass covered, among the trees, fringed with a hundred varieties of blooming plants.

Stretched full length on the grass I gazed gloomily upward. Five miles away the city's roar was softened into a low hum—a perfect note. Overtones were furnished by crickets and night-sirring mocking birds.

Above the stars shown brightly in a moonless sky. In the North the brilliant celestial compass glowed with unusual brightness. The great dipper moved slowly in its infinitely old course.

I watched, interested, then fascinated. An occasional shooting star flashed across the heavens, glowing for a moment, then was gone.

Troubles, the depression, worries began to fade away. In their places came other thoughts.

The fragrance of the four-o'clocks was soothing, but how like some of the people one meets during the day! In the cool evening they flower vigorously but when the dry, hot day comes they fold up their petals and droop discouragedly. In the same bed is a Portulaca, courageous, persistent old-fashioned moss. During the night it sleeps with flowers

closed, gathering strength for the next day's contribution to the beauty of the world. With the rising sun it blooms gloriously, bravely, oblivious to the parched soil at its roots and the blistering rays that beat down on it. Portulaca wants no pampering, no tender, loving care.

A brown and black humming bird, with a whirl of its invisible wings, flew into the yard, dipped here and there in the honeyed sweetness and sped away, startled by a slight sound as I turned to watch him.

The mocking bird on the chimney sang on, knowing that her very song protected her from the figure below, confident that strong wings could carry her safely away if a marauder appeared.

These are permanent things. True, the four-o'clock will die this winter but not before it will have dropped a thousand seeds, each alive and but waiting another spring to bloom forth.

The mocking bird must go, too, but in a nest high in the big oak this spring she hatched and trained two babies and next spring she will rear another family somewhere near.

The oak, a hundred years old, seems still young and each spring dresses herself in vivid new green and sends forth a new crop of acorns.

Even the frail, shy little humming bird has hidden away in some inaccessible nook its home of a new generation.

The reverie was broken by a full moon pushing its golden arc above the eastern horizon, then shooting its broken rays through a great cedar. The stars paled a little at the approach of the brighter light. Paled, that is, to my eye. Then I remembered that the moon was shining only in reflection while the stars, many of them, glowed from their own light. The moon which seemed so bright to me would be invisible, except with the aid of a gigantic telescope, to a resident of Mars.

For a million years the moon had been rising over that same horizon, on a schedule so perfect that it may be timed in seconds.

It began to dawn upon me that we are egotistic indeed when we worry about business conditions, depressions, and prosperity when we have so small a place in the great master scheme—and our time in it is so short.

From behind the pink-clad crepe myrtle two figures appeared, stealthily creeping toward me. No sound was heard as they slowly but steadily came on. Then, as by a prearranged signal, they leaped forward and upon me, uttering shrill war whoops.

A little boy and girl, dressed in their sleepers, had come to bid me goodnight. Their mother followed and after the tussle had subsided the children knelt and lifted their unlined faces to the stars—"Now I lay me down to sleep—"

Depression? Not in a flower garden on a starry, moonlit night!

Half a Century Ago

City Directory and Newspapers Describe Early Dallas

AT the State Fair of Texas this year, and throughout the retail stores this fall, Dallas is glancing backward to the styles and customs of 50 years ago. It might be interesting to pick some items from old newspapers and old city directories of half a century ago.

From city directory for 1883-84: "Dallas, the commercial metropolis of Northern Texas, is charmingly situated on the left bank of the Trinity river, 300 miles northwest from its mouth, at Trinity Bay, an inlet of the Gulf of Mexico."

Farms were located north of the city and produced an average yield, good seasons, of one bale of cotton, 40 bushels of corn, 75 bushels of oats and 20 bushels of wheat per acre.

Cotton was the chief source of revenue, bringing around \$900,000 a year. Dallas county produced 20,000 bales of cotton annually, plus cattle, sheep and minor articles. Few people were absolutely poor as everyone made enough provisions at home to do them.

Even in 1882, the aim and ambition of Dallas was to become the distribution center of Texas and possibly the entire Southwest. Dallas boasted a mean temperature of 74½ degrees. Cold days of winter, from the 15th of November to the middle of March, never amounted to more than 75 degrees, citizens claimed.

"Churches and schoolhouses are found in every neighborhood and are supported with commendable liberality."

New stores along Main and Elm were just beginning to pull trade away from the old courthouse square. Oldtimers were still surprised at passing people on the street they didn't know. Some early settlers were amused at seeing a lot a mile and a half east of the courthouse, 25x100 feet, sell for \$1,000.

Area

City divided into East and West Dallas. New charter obtained in 1864 which extended corporate line to include area 1½ by 2¼ miles.

"Of all our needs in starting manufacture and turning Dallas into a manufacturing city, coal is paramount. There would doubtless be 100,000 cotton spindles in motion today had the Dallas and Wichita Company succeeded five years ago in reaching the coal beds of Wichita county."

In January, 1882, the Dallas to Cleburne line opened for business after the Dallas Board of Trade had given \$50,000 to aid the enterprise.

The marvelous advances made by the Jay Gould railroad interests brought good luck to Dallas in the form of added means of transportation.

Transportation

In 1882 Dallas had two railroad lines to Galveston, three to Houston and three to Fort Worth—by the Pacific direct, or by Denton or by Cleburne.

Substantial freight and passenger depot was erected south of town and running to Commerce street, from which two passenger trains a day left Dallas, including a special accommodation for Fort Worth.

The Texas Trunk, proposed from Dallas to Sabine Pass (250 miles) went bankrupt when it reached Kaufman, 35 miles away. However, regular daily trains were run on the track as far as completed. Dallasites were anxious to get the line completed past Kaufman and into the pine forests where cheap wood and lumber was obtainable.

This made the fifth road running to the city and the seventh direction one could leave town by rail.

"No city in the South has a more perfect railway system."

1. Texas and Pacific.....	869 miles
2. Houston and Texas Central..	370 "
3. Gulf, Colorado and Santa Fe	339 "
4. Missouri Pacific	98 "
5. Texas Trunk	38 "

Grand total1,714 miles

Street Railway

In 1882, approximately five miles of street railway track.

1. Courthouse line running up Main to fair grounds.

2. Grand-Windsor line running north three blocks, thence east out Ross avenue and San Jacinto to Shady View park.

3. Grand-Windsor up Commerce to Ervay, thence nearly to city park in southwestern corner of city.

By the street car lines, citizens in all angles of the city were accommodated.

Building

Money expended during 1882 in building—\$1,508,700.

"At the rate of progress for the past two years, Main and Elm streets will be solid with stores at the end of five years from date, nor will a vacant lot be found between the Trinity river and the fair grounds, within a territory of a mile in width."

Warehouses, Etc.

"Two cotton warehouses and compresses with sufficient capacity to handle and press all we get."

General Trade

September 1, 1882, total exports, city and county—\$7,000,000.

Cotton—25,900 bales.

Wool—85,000 pounds.

Hides and peltries—2,235,000 pounds.

Horses, sheep, cattle, hogs—\$1,000,000.

Grain—2,500,000 bushels.

Minor articles—\$750,000.

Imports, such as dry goods, groceries, liquors, beer, tobacco, sash, doors, blinds, dressed lumber, paints, oils, hardware and agricultural implements totaled \$20,125,000.

Wholesale Houses

Two wholesale houses of dry goods.

One wholesale notion house. Together employing 104 men.

Eleven firms selling dry goods and notions, employing 107 men, women, boys and girls.

Six dealers in boots, shoes, hats, etc.—48 employees.

Two wholesale grocers employing 50 people. The wholesale dry goods was comparatively a new venture.

Retail Grocers

Between 90 and 100 retail grocers. Delivery service given in "neat wagons" while "many employ the telephone" to promote faster service.

Board of Trade

Organized September 1, 1880. Now in new quarters on Elm street. A merchants' exchange had just been formed.

Cotton Exchange

The Dallas Cotton Exchange was regularly chartered and officered with offices near the corner of Elm and Austin streets.

Real Estate Boards

Dallas Real Estate and Building Association. Dallas Homestead and Loan Association (which corresponds to the present building and loan in principle.) There were a dozen or more real estate and land offices. Property was on a boom, doubling in value in a few years. "A Dallas real estate company has but recently sold an English syndicate 4,500,000 acres for ranch and colonization purposes."

Manufactures

"In establishing mills of any kind you must have coal, wood or water. Up to this time Dallas has not been able to command either. (A cotton factory can not afford to pay over \$5 per ton for coal or \$2.50 per cord for wood.)"

Dallas Car Factory, making railroad cars, wagons, carriages, buggies and furniture. Employ 75 men, capacity \$150,000.

Trinity Iron Foundry, 30 men, \$200,000 produce per year.

Soap works turns out 1,500 boxes per month.

Texas Ice Company, capacity 100,000 foot of Main on Trinity, 20,000 pounds of ice per day.

Vinegar and Champagne cider factory.

Barrell factory.

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On the Upgrade

Rise in Commodity Prices Is the Best Indicator of Coming Business Improvement

By VICTOR PICK
Securities Service Corp.

WHILE the big advance in cotton in the last few weeks is one of the most hopeful signs in the commodity market, and is especially beneficial to our state, it should be remembered that cotton has not been the only commodity that has shared in the recent advance. Other important staples like rubber, coffee, sugar, hides, meats and scrap steel, only to mention a few, show an increase in prices over the lows of midsummer, ranging from 50 per cent to over 100 per cent. Many other commodities that have been lagging behind show indication of coming advances, as, for instance, wheat and corn.

The extreme lethargy that has been in evidence during the summer apparently has been dispelled; sentiment all over the nation is daily improving, and while the political situation has a distinct bearing on this complete change, it should not be forgotten that we have had no seasonal improvement in business—caused by replenishment of necessities—since the spring of 1931.

The low volume of consumption has created a severe contraction in production, not alone in finished goods but in raw materials, too; and the mild improvement in demand anticipated for the balance of the year has brought to the front the fact that our shelves were very empty and inventories unusually low.

The constructive forces that have been operating under the leadership of the Administration—especially by the activities of the Reconstruction Finance Corporation—while in the beginning not showing any results, except as measures to prevent further deflation, are now demonstrating real results in a reconstructive way.

Very shortly we will hear more about the conference held in Washington and the committee appointed there to give further emphasis to business recovery. The main problem facing this conference is the matter of unemployment, and every effort will be spent from now on to increase opportunities for employment all over the nation. We can not impress too strongly the necessity of increasing employment in relation to increased purchasing power. Unemployment, more than anything else, has been responsible for the reduced buying power in the three years of the depression, and every step taken to improve this condition will automatically add to the purchasing power, and consequently to the volume of trade.

Apparently we are now in the first stage of a real business revival—indica-

tions are still very mild, but it will receive momentum in the fall of this year. Whether this revival will be continuous is very difficult to predict. The depression has been too severe and its duration too long to believe that only a short space of time will be needed to bring back prosperity. There are still many hurdles that we have to overcome before normal conditions will prevail. In the first place, the matter of general indebtedness offers a very grave problem. Present total output of our goods is still less than one-third of what it was in 1929, while our debt charges in combination with taxes are much larger than in that year. It takes yet about 50 per cent more goods in payment of fixed charges than in 1929, and for the repayment of present Federal, state and municipal debts, 76 per cent additional goods will be required as compared with three years ago. While it is true that fixed charges on bonds and mortgages represent only a fraction of national income, it must be realized that this fraction has risen from about nine per cent in 1929 to 18 per cent at the present time, and that if the public taxes are pooled with private debt charges, the percentage of national income needed to take care of these obligations show a much higher figure today than in 1929. In fact, it is estimated at 45 per cent compared with 29 per cent in 1929. Our ability to overcome this abnormal increase will depend largely on the volume of our domestic and foreign trade. There is no question that this volume has to be increased very substantially both ways if we are ever going to be able to take care of our debt burden.

Our tax problem remains unsolved. The budget, although balanced on paper, will show a substantial deficit and higher taxes seem inevitable. Resubmission of the general sales tax is likely to happen.

Reparations are still in jeopardy and no final action can be anticipated until after the election. It is hoped that some method for a gradual marking down of these reparations will be found in the form of better mutual trade agreements—but in this respect it must be admitted that the recent conference in Ottawa, of members of the British Empire, certainly indicates the incentive of increased protection for every member concerned.

A hopeful sign is the agreement reached recently between some of the smaller European countries to lower tariffs; it will be a matter of international co-operation, however, to effect a world-wide readjustment of tariffs. No

tangible improvement in foreign trade can be anticipated before this is effected.

As we see conditions today, we can certainly anticipate improvement in business in the United States for the fall; but as yet there are so many uncertainties to be ironed out after the election that no definite prediction can be made beyond that period.

This year the Dallas Junior Chamber is taking many honors in national and state Junior Chamber policies. Last month Alphonso Ragland was elected state president and the first of August, Howard Hayden was elected a vice-president of the national organization.

At the 1931 convention Mr. Hayden was elected to the board of directors of the United States Junior Chamber and won nation-wide recognition for his splendid work in the organization. Only one vice-president is elected from the southwest territory and many good men were in the running. The selection of Mr. Hayden is significant of the Dallas leadership in Junior Chamber work, recognized by the young men of the nation.

This year's convention was held in Pasadena, Calif., August 3rd to 6th. E. A. Herzog, J. Howard Hayden, Alphonso Ragland, Jr., Thos. F. Nash, Eric C. Gambrell, C. M. Russey, Lucien Touchstone, R. M. Kennedy, P. E. Bret, and Julius Schepps were the members who made the trip from Dallas. We were proud to have our required number of 10 delegates.

Courtland Otis of New York was elected the next president and St. Paul was selected as the next convention meeting place. Geo. Wilson, president of the Houston Junior Chamber, was elected to the board of directors. This is the first time a national director has been selected from an organization as young as Houston.

New Jaycee Director Elected

At the first board meeting of the Junior Chamber in August, Joe Keith was elected to fill the place left vacant by Ed Mosher. For the past year Mr. Keith has been an important member of the organization's civic and political education committee.

The Modern Chamber of Commerce

National Committee Reviews Work
Being Done by Business Men

THE present-day chamber of commerce can not be treated as a wholly standardized and fixed civic entity, for it is many things to many communities, and there is a wide divergence between the program and methods of chambers of commerce in various sized cities and in different parts of the country. There are certain standards, however, of practice and policy that seem fairly generally to be recognized, and it is our purpose in this report, so far as possible, to identify those standards and to arrive at something like an adequate statement of the nature, fundamental character and utility of the average chamber of commerce today.

While chambers of commerce are created and supported largely by business men, and while they deal primarily with questions that directly affect the business world, they have been led by the ramifications of business itself to be concerned with a range of activities that often seem to lie somewhat outside the strictly commercial field. That chambers of commerce should seek to promote trade and industry goes without saying; that they are concerned with fundamental economic questions that affect business, is equally obvious; but by the same interdependence of interest that projects the horizon of business itself into social and civic questions, the chamber of commerce has extended its scope to include an array of activities that are not in themselves commercial, but that are the concern of business because they affect the general welfare of the community.

For this reason we find chambers of commerce today engaging in activities that would not have been considered in their field even a generation ago, and that certainly were far outside of the purview of the original chambers of commerce with which the movement started. There are those here and there who find fault with this condition, and who contend that the chamber of commerce should be "strictly business"—that it should deal only with matters definitely in the field of commerce or industry, and that it should leave to other agencies any and all activities that are not clearly business types.

This viewpoint seems difficult to sustain. The chamber of commerce, like most of our institutions, is an evolution, a growth. It has been moulded and changed to suit the changing standards and ideals of those who constitute its membership. In the effort to make the chamber of commerce serve the rounded interests of the American city, experiments have been tried; ventures into new fields have been essayed. Certain of these ventures have failed or proven un-

The following committee drafted the report herewith reproduced from the proceedings of the twentieth annual meeting of the Chamber of Commerce of the United States:

Richard Grant, chairman, president Lehigh Valley Coal Corporation, New York City.

Wm. R. Dawes, vice-president, Central Republic Bank and Trust Company, Chicago, Ill.

Asa Briggs, Briggs, Weyl & Briggs, St. Paul, Minn.

James W. Spangler, chairman of executive committee, First National Bank of Seattle, Seattle, Wash.

Harry J. Bell, executive director, Association of Commerce, Milwaukee, Wis.

Roland B. Woodward, executive vice-president, Chamber of Commerce, Rochester, N. Y.

Wallace R. Clark, West Texas College, Canyon, Texas.

Philip J. Fay, Nichols and Fay, San Francisco, Calif.

Robert Bruce Campbell, president and general manager, Arkansas Valley Interurban Railway Company, Wichita, Kans.

Alfred C. Newell, general agent, Columbian National Life Insurance Company, Atlanta, Ga.

Ralph Bradford, secretary, manager Commercial Organization Department, Chamber of Commerce of the United States, Washington, D. C.

satisfactory more often than otherwise; certain others have proved rather generally successful. The practical test can not be ignored. Things that work rather uniformly over a period of years, may fairly be said to be successful; and in the long run the test of what chambers of commerce should properly do lies in the record of what they have successfully done.

Furthermore, who shall define the limits of business and commerce? Do they stop with buying and selling, with producing and distributing; do they begin and end in profit and loss as charged on a ledger? Obviously not. On the contrary they are interknit with the whole social and economic fabric of the times. A chamber of commerce in a New York city puts on a campaign to speed up repairs and improvements; one man agrees to spend several thousands of dollars in improving his estate. Does this affect that city alone? On the contrary, his improvement involves the ordering of a

carload of cement from Illinois, another of stone from Indiana, and ornamental devices from various states—which in turn affects labor, markets and transportation in those several distant communities.

So with the larger aspects of business; so with the relationship of the chamber of commerce to business. Directly and forcefully through certain of its activities and agencies it serves the interests of trade, commerce and industry; indirectly, but no less effectively, it serves those same interests through its concern in matters of community, state and national interest that impinge upon the business world, indeed, but that are not directly commercial in their nature. Business is affected by state and national legislation, by governmental policies, by social conditions and the manner in which people live, by the degree to which they are educated and even the extent to which they are happy.

The chamber of commerce therefore, in addition to all its activities that are directly on behalf of business, should be prepared to deal with the wide range of factors implied in a consideration of the things that affect business. In the broadest sense, of course, the chamber of commerce, because of its nature, can not be "strictly business," even in its administrative practices; nor is it solely for the direct service of business, as a matter of policy. There are imponderable factors involved here that embrace loyalty, civic pride, community service, and the willingness of individuals to perform work that they do not have to do in order that others may be more prosperous, better educated, more comfortably housed, surrounded by conditions of greater safety and sanitation, and afforded not only better commercial opportunities, but also richer possibilities of getting the most out of life.

The serving of the several interests are thus seen to be either immediately or remotely in the chamber of commerce field is a matter of making local application of a general co-operative principle. In some places emphasis will be placed on one activity, in others on another, depending upon the primary concern of the city involved. But there are certain general outlines that distinguish the average chamber of commerce program, just as there are administrative methods and principles of organization that may be regarded as standard. In a subsequent report we expect to discuss in detail those methods and principles, with attention also to individual activities that appear to be in the chamber of commerce field.

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Babe In Action, and Above, Some of Her Trophies

"World's Greatest Athlete, Man or Woman"

By COL. M. J. McCOMBS

BABE DIDRIKSON was attending the Beaumont, Texas, high school and was playing her first year in organized athletics as a member of the Beaumont high-school girls' basketball team when I happened to be a spectator at one of their games. At this particular time I had a vacancy in my own department of the Employers Casualty Co., and was scouting about in search of an active athletic mind to fill this business vacancy. This was in the early part of February, 1930. After that game was completed between the Beaumont high-school girls and the Houston high-school girls, I requested and received an introduction to Babe Didrikson and her coach. Conversation developed

the fact that Babe would graduate from the Beaumont high school the following June and that the financial circumstances of her people demanded that she secure employment somewhere. Recognizing what I thought was undeveloped athletic ability, I tendered Babe the then vacant position, her acceptance immediately upon graduation in June, promising to hold that vacancy by the employment of a temporary worker until she could report for duty. This offer was accepted and the incident was considered closed. About two weeks later she informed me that she had made arrangements with the high-school authorities to retire from school at that time and return in June to pass her graduation exercises and receive

her diploma. She then requested permission to accept the position and begin work immediately. This arrangement was accomplished and she became an official employee of the Employers Casualty Company February 18, 1930. Immediately thereafter she reported for practice with the Golden Cyclone basketball team which had already become famous for its past performances. She fitted admirably into the team and occupied a regular berth thereon for the remainder of that basketball season. The first activities in which she participated was basketball. Babe trained hard and practiced long with the result that when

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• EDITORIALS •

Rounding the Corner

Much has been said during the past year and a half about "Prosperity being just around the corner." This statement has been the inspiration for many wisecracks and jokes and at the time it was first made we were evidently a long way from "the corner" and during the past two years of bewilderment and adjustment, we probably got into such a state that we couldn't or didn't recognize "the corner" when we actually reached it.

Such was the case about two years ago when deflation began. We had started well on our way down before we knew it and history tells us that during depressions of the past we have always started on the upgrade before we realized it.

So we are of the firm belief that we have reached "the corner" and are now definitely rounding it on our way back to normalcy and employment.

Surpluses of merchandise of all kinds have been absorbed, obligations liquidated, fictitious values and watered stocks have been eliminated and as a result commodity and stock prices have started up. Fear is gone; demand has taken its place and business is noticeably and firmly on the upgrade. Cures and aides have been effected that are steadily expanding credit.

The improvement will be gradual and probably rather slow at first, which is best, and it is an error to believe that any economic readjustment must be complete, or that nothing can happen until it is. There will be important problems left by this as by every other depression, but they need not be wholly solved before actual recovery begins. All things in life overlap, business rebuilds itself and new enterprise always begins before the wreckage of the old is altogether cleared away. That is what is happening now.

We still have some major problems of world-wide significance to solve before we can return to a state of normal employment and prosperity, but since we have really started safely on the road to prosperity, these problems can be satisfactorily solved by courage and clear thinking.

We believe a careful analysis will prove that we have already experienced a sound improvement in business and we are definitely on our way back to better times. We are "rounding the corner."

Winter Days are Hard

In a recent editorial the Dallas Dispatch calls attention to the fact that Federal relief measures, however successful they may be, do not relieve communities of their own responsibilities in caring for the needy during the winter. This is undisputably true and Dallas citizens must recognize now the need for well-organized and well-supported local relief. Business, apparently, is on the upgrade but there are

hundreds who will not feel this revival of commerce and industry for many months to come. Those of us who have survived the depression with our resources more or less intact will be first to receive the benefits from the return to normal conditions. Those who suffered most will be the last to recover. It is not only our duty to our fellow man but our duty to our city that we share our good fortune with those in need. Let no resident of Dallas be hungry or cold this winter!



Plain Talk

We have been much gratified to see some of the business leaders and leading editorial writers of the country advocating and recommending many of the ideas and views that we have expressed in our modest little editorials in this magazine. We are also appreciative of the fact that several of our editorials on business problems have been complimented by being reprinted in many papers and publications. Not that we take absolute credit for originating these ideas and views, but that we feel we are evidently, in our limited capacity, thinking constructively anyway.

It is the purpose of these editorials to challenge the constructive thought of our community on matters we believe to be of fundamental importance.

We believe that the time has come when "pussy-footing" must be eliminated and frankness and clear thinking employed to solve the economic problems facing us today. We can't continue to shut our eyes to actual realities and expect them to be cured by prejudice and inaction.

We believe that the future is very bright because it is our observation that most people are thinking seriously and frankly and facing their present problems courageously and intelligently.



New Market Analysis

A new "Southwest Market" has just been finished and is now ready for distribution. The original "Southwest Market" was universally acclaimed as one of the best business analysis and market surveys ever published by a chamber of commerce, and is used as supplemental reading in business courses in over 100 leading universities in the country today, and yet we believe the latest edition is far superior to the first.

It shows the great possibilities of Dallas and the Southwest by the intelligent presentation of actual facts, and represents over a year of work on the part of Clyde V. Wallis, manager of our industrial department, who is certainly entitled to public recognition and credit for this splendid portfolio digest of facts and data.—J. BEN CRITZ.

New Business Firms

Industrial Department Announces New Names for Commercial Roster

AMONG the new concerns recently established in Dallas were the following: Allied Store Utilities Company, 2022 Commerce St. Home office, St. Louis. Refrigerators and store equipment—representing Steiner Manufacturing Company and the Hussman Ligonier Company.

Block Hat Manufacturing Co., 1006½ Commerce St.

Brand Brothers, 1901 Bryan St. Distributors of Silver Brand lubricating oils. Chieftan Manufacturing Co., Baltimore, Md. Shoe polish manufacturers. Established warehouse stocks here.

Columbus Coated Fabrics Corp., Columbus, Ohio. Manufacturers of pyrozylin coated fabrics, table oil cloth, walltex fabrics, window shade material, etc. Established office in the Mercantile Bldg., and will also carry warehouse stocks here. Chester D. Barr, district manager.

Economy Book Company, 208 Lane St. Books.

Filler's Manufacturing Co., 2918 Hall St. Food products, corn chips, etc.

Gary-Lane Company, 803 Burt Bldg. Manufacturers' agents, representing Royal Radio Company, Atlantic Products Company, Bradley Products Corporation, Keenex Razor Sharpener Company, Indian Archery & Toy Company, Me-Ter-Jol Products, Inc., Imperial Bit & Snap Company, Darwin Razor Corporation, Speedway Manufacturing Co. and Seesaw Company.

Haight, Davis & Haight, Inc., 816 Gulf States Life Bldg., consulting actuaries. W. J. Harris, manager. Other offices, Omaha and Kansas City.

Hammond Sheet Metal Company, 2101 Corinth St., Frank Sweney, district manager. Home office, St. Louis.

The Haverfield Company, 205 North Ervay St. Millinery. Home office, Columbus, O., O. A. Marsh, district manager.

Hepner's Personality Cosmetics, 1614 First National Bank Bldg.

Independent Film Distributors, Inc., 2011 Jackson St. Film exchange. W. H. Underwood, president; C. C. Ezell, manager.

Lindh-Gustafson-Klopfer Company, 516 Thomas Bldg. Contractors. Home office, Grand Rapids, Mich.

Louisiana, Arkansas & Texas Railway Co., Southland Life Bldg. Traffic office established in connection with this line's entry into Dallas.

Minwater Crystal Company, 601 Wholesale Merchants Bldg. Mineral Water. C. A. Sammons, manager.

H. A. Mulkern, 501 Gulf States Bldg. Broker.

A. C. Musgrove & Company, 203 Reilly Bldg. Cotton.

Mutual Life Association, 1016 Fidelity Union Bldg. Home office, Houston.

Newtex Steamship Corporation, Houston. J. B. Hearne, Jr., commercial agent. Office not yet established.

W. W. Pendergrass, 1917 North Houston St. Wholesale meats.

Puckett Sheet Metal Works, 1716 South Harwood St.

Southern Builders Specialty Co., 2003 South Akard St. Building materials.

Southern Illuminating Co., 523 North Texas Bldg. Electrical equipment.

Sulphur Mineral Concentrate, 1122 Kirby Bldg. Mineral water. G. H. Hougham, manager.

Texas Toro Company, 2213 Cedar Springs. Golf course equipment and power lawn mowers. Texas distributors for Toro Manufacturing Co., Minneapolis, Minn. Frank Goldthwaite, district manager.

R. M. Tucker & Son, 317 Mercantile Bldg., manufacturers' agents, moved here from Sherman. Selling the products of the following manufacturers to the cutting-up trade: International Ticket Company, E. H. Kluge Weaving Co., Red Star Manufacturing Co., Inc., Eureka Button Co., Great Lakes Threads & Yarn Company.

Union Products Company, 2501 Swiss avenue. Beverages. Home office, New Orleans. C. M. Fell, district manager.

United Bedding Co., 214 Exposition Ave. Mattresses.

Duplex Fire Alarm Company, 307 South Beckley Ave. To manufacture fire alarms.

Davis Emergency Equipment Co., New York, N. Y. Moved southwestern branch from Houston to Dallas. 1039 Young St. Screen Advertising, Inc., 402 N. Akard St. Advertising.

O. J. Thompson Company, 2821 Bryan St. Wholesale drugs.

Radio Laboratory Company, 2935 North Henderson St. Radio repairing and manufacture of radio sets to order.

The Jewish Press, 303 Santa Fe Bldg. Publishers.

Harry Hess & Company, 1917 North Houston St. Food products.

Gordon & Rogers, 615 Slaughter Bldg. Office equipment.

Goldberg Hat Manufacturing Co., 3rd floor, 915 Jackson St. Millinery.

General Finance Company, 610 Kirby Bldg.

Conard Hats, 605 Wholesale Merchants Bldg. Millinery.

Marshall & Sewell, 1315 Republic Bank Bldg. Organized by S. W. Marshall, Jr., and T. N. Sewell, to engage in general consulting engineering work.

Southwest Aircraft, hangar No. 3, Love Field. Airplanes and service.

Paschall Texas Theatres, Inc., 2009½ Jackson St. Established Texas headquarters in Dallas to operate 45 theaters owned by the company throughout the state. W. E. Paschall, president.

Humphreys Manufacturing Co., Mansfield, Ohio, manufacturers of enameled sanitary ware, power and hand pumps, etc. Established warehouse stocks 1917 North Houston St.

Wilson Bros. Mfg. Sales Co., 724 Republic Bank Bldg. Manufacturers' agents. Fullerton Bennett Cotton Co., 1010 Insurance Bldg.

Herbert Bros. Manufacturing Co., 3rd floor, Bryan and Peak Sts. Work clothing manufacturers. Moved factory from Waxahachie.

Southwestern X-Otic, Inc., Santa Fe Bldg. Southwestern distributors for X-Otic, Inc., New York.

Colgate-Palmolive-Peet Company, Chicago. Established regional office in Tower Petroleum Bldg., Marcus Marlin, formerly of St. Louis, regional manager. Four district offices formerly located in Dallas, Memphis, New Orleans and San Antonio, were consolidated in Dallas, giving this office supervision over Texas, Louisiana, Missouri, Tennessee, Arkansas and Kentucky. Similar regional offices are maintained in New York, Philadelphia, Atlanta, Cleveland, Chicago, Kansas City and Berkeley, Calif.

C. & O. Railway, Southwestern Life Bldg. F. E. Landmeir, southwestern passenger agent.

Bunting Brass & Bronze Company, Toledo, Ohio. Established warehouse branch at 826 South Ervay St. J. F. Roberts, manager.

Vanity Dress Shop, 1104 Elm St. Ladies' ready-to-wear. Branch of Muriel Manufacturing Co., New York.

Benson, Cooper & Herndon, 1112 Kirby Bldg., accountants. From Tulsa.

New Jersey Zinc Sales Co., Inc., New York. Established warehouse stocks here.

Karasick & Reznikoff, New York, accountants and auditors, specializing in work for textile and clothing industries. Established southwestern office 817 Republic Bank Bldg. Morris H. Sternlight, resident partner. The importance of Dallas as a textile and clothing manufacturing center led to the establishment of this office.

Swenson Jar Opener Company, 603 North Texas Bldg.

Al Maree Cosmetic Company, 413 North Akard St. Cosmetics.

World's Best Products, 3808 Ross Ave. Coffee.

What's In a Name?

By IRA E. DeJERNETT

SOME may say there's nothing in a name, but if they could listen in while a young mother and father are attempting to select a name for their newly born offspring, they might come to the conclusion that everything depends on the name.

I can remember the time when my father could go to the bank and borrow money on his name and face, but I have inherited his name and it has often been said that I bear a striking resemblance to him, but I have not yet found a bank in Dallas that will lend me money on my name or face.

But after all, there must be something in a name. There are millions of Smiths in this country, but few of them could get as much attention, draw as big a crowd and make a rusty derby hat as famous as the former New York governor by that name. There may be plenty of Ruths and there may be better hitters in both the major and the minor leagues, but it takes the Babe to draw the crowds and thrill the fans. An unknown chap by the name of Lindbergh turned the trick on Christopher Columbus, discovered Europe from the air, and before he could get back across the pond his name was on the lips of countless millions and his fame had spread throughout the world. Most any name would look good in the bright lights of Broadway, but it takes a Greta Garbo, Gary Cooper, Norma Shearer, Clark Gable or the Four Marx Brothers to draw the crowds and pack the shows.

What Is This Something?

What is it that causes one name to stand out above all others? What is it that gives fame and value to a simple little name? Is it character, ability, genius or achievement? One and all of these may have something to do with it, but are there not others whose character surpasses these; do not thousands of other Americans possess as great or greater ability; are there not thousands of geniuses whose names are never known outside their own home town and thousands who have achieved greater things than these? Sure.

Then what is it that can take a ward politician and make him the idol of millions? What is it that can take the deed of an unknown chap and make his name famous overnight? What is it that can take an unknown girl, place a star before her name and make her the attraction of the nation? What is it? It's publicity or advertising. It's this force or power which takes men, their names and deeds, and brings them out of obscurity, into the public eye and mind.

What it does for men, it also does for things.

This mighty force called advertising take a manufacturer and his products out

of obscurity and places them in the public eye and mind. It takes an unknown trade name and brings it fame and gives it value. If you don't believe it consider such products and trade names as: General Electric, Maxwell House, Ivory Soap, Chevrolet, Listerine, Goodyear, Chesterfield, Philco, Coca-Cola and hundreds of others widely advertised. Who says there's nothing in these names? They are indelibly stamped in the minds of countless millions. They are to be found wherever merchandise is bought and sold.

If you have the idea that there's nothing in a name, just try to buy any one of these. We will make a guess that \$50,000,000 would not purchase any one. In most cases, these names and the good will they carry are worth more than material assets, such as plants and equipment. What force or power has made these names so famous and given them such value? Advertising.

What's the Matter With Texas Products?

The list of famous trade names and products contain few Texas products. Why? There are many products manufactured here which are as good as, or maybe better, than similar products which are known and sold throughout the world, but most of these Texas products are known to comparatively few and their distribution is very limited. What's the difference? Advertising and merchandising. No product or trade name, regardless of how good, ever becomes widely known and used without the proper amount and the proper kind of advertising. Personal selling alone and word of mouth advertising is too slow for modern-day merchandising.

Follow the history of most of our famous trade names and products and you will find that the makers or distributors, from the start, have had the courage and the vision to constantly and intelligently advertise these names and products. And the job wasn't done in a day.

Even though advertising used under certain conditions and in sufficient volume has been known to crash and win a highly competitive market almost overnight, as in the case of Majestic Radios, most of the world's best known trade names and products have been made famous by many years of advertising and merchandising effort—and many of these manufacturers started with a very small advertising appropriation. The secret of their success is found in the fact that they used intelligently planned and executed advertising, continuously, and in increasing volume. Today, most of them are spending millions annually to hold the good will, consumer demand and markets they have gained through years of advertising.

Vision, Courage and Capital Are Needed

Texas has a few mighty good trade names and products which are being made famous through intelligently planned and executed advertising and merchandising—but Texas should have more. We have the products. We have the manufacturing facilities and raw materials. We have the brains. And, we have the money—providing Texas capitalists can get their eyes off Wall Street long enough to become interested in the money making possibilities of some of our Texas products. Many northern and eastern capitalists have made fortunes because they had the vision and courage to back some of their famous products before they became famous. The same opportunity is being presented to Texas capitalists now more than ever before.

First we need manufacturers who have the ability and equipment to make good products and who have the vision and courage to make these products known. But on top of that we need bankers and capitalists who have the vision and courage and business foresight to finance well-planned and prepared and carefully directed advertising of worthy Texas trade names and products.

It's fine to bring all the factories we can to Dallas and Texas, but it's even better to sponsor, back, develop, make famous and create markets for some which we already have.

The Manufacturer Must Do His Part

There is now, and always has been, a movement to get local people to buy local products, and this is highly commendable. Much good work has been accomplished and if we had a thousand Bill Talbotts our local manufacturers might soon be snowed under with local orders. But any movement of this nature falls far short of its intended goal unless the manufacturer himself does his part to create consumer demand for his products and secure adequate distribution so as to make it convenient for the consumer to purchase his products.

Now's the Logical Time to Act

Now that interest is being created in Texas products and the end of the buyers' strike seems to be in sight, isn't it a logical time for Texas manufacturers to start an intelligent and well-planned advertising and merchandising program—to secure wider and more thorough distribution and a larger and more active consumer demand?

If you know, beyond a doubt, that you have as good a product as your competitors; if you have an ambition for yourself, your product and your state and if you have the vision and courage which

(Continued on Page 27)

The Cotton and Cotton Oil News

Weekly Journal Carries News
of Industry to the World

UNIQUE among the periodicals of Dallas is The Cotton and Cotton Oil News, a weekly journal of news and views of interest to the cottonseed crushing industry, the cotton ginning industry and the cotton trade whose subscriptions and advertising have sustained it for nearly a third of a century—since January 1899.

It is the outstanding journal of its class in the entire cotton belt; it is the only weekly in its field and the only publication of its kind that owns its building and printing plant. It was established and, for the most of its life, published by the late N. T. Blackwell, who was well known and highly esteemed throughout the South; its present guiding spirit is Richard Houghton, president and manager, who enjoys and deserves to enjoy the friendship of as many representative citizens of Dallas as any man in the city. Its editorials are written by Clarence Ousley, who has a background of thirty odd years of successful journalism and some twenty odd years of activity in promotion of better methods of agriculture. The efficient secretary-treasurer and inside man, W. G. Oliver, is market editor.

The Cotton and Cotton Oil News is conspicuous for its informative articles concerning cottonseed crushing and cotton ginning. Among its contributors in this service is Orville Adams, a member of the American Society of Mechanical Engineers, who has written exclusively for it many technical articles which have commanded the admiration of all readers and have been of large value to the industrial interests whose technique has been discussed.

Its reports and analysis of the cotton and cottonseed products markets are es-

teemed by producers and the trade alike as intelligently interpretative and dependably accurate. This observation applies to readers among the principal traders of Houston, Galveston, New Orleans, New York, Liverpool and the Continent, as well as those in the interior of the cotton belt. Of late, its discussion of vegetable oils has elicited interested comment from the leaders of the cottonseed products industry, the oleomargarine industry, the dairy industry and the food products industry as represented by their organizations and officials. Editorials on this subject have been widely reprinted and circulated.

At the annual convention of the Texas Cottonseed Crushers' Association held at Galveston in June, a resolution was unanimously passed thanking The Cotton and Cotton Oil News for "rendering a valuable service to the cotton and cotton oil industries of the entire South," and also, designating that publication as the one to carry the official communications and bulletins of the Texas Cottonseed Crushers' Association.

A large percentage of the subscribers to The Cotton and Cotton Oil News have been readers since the first number. One of them, J. E. Wilson, Rockwall, Texas, wrote recently: "There have been quite a number of papers catering to the cotton trade sprung up in the last few years, but The Cotton and Cotton Oil News is distinctly in a class to itself." Another, E. T. George, an executive of the Seaboard Refining Company of New Orleans, La., has written: "I have always felt that it was your purpose to furnish correct and up-to-date information obtainable from the most reliable sources as relating not only to cotton and ginning, but to the cotton oil industry as well."

About as large a proportion of its ad-

vertisers have been patrons from the beginning of their businesses. One well-known gin and oil mill machinery manufacturer has had at least a half-page advertisement in each and every weekly issue of The Cotton and Cotton Oil News for over 32 years—an unbroken and consistent endorsement of the publication's importance as an advertising medium. Another manufacturer has not missed an issue for over 25 years, the full life of its existence. Several others have no less impressive records, for they have shown full confidence in this publication by advertising in it from the very beginning of their respective manufacturing lives.

In this connection it is of particular interest that during this recent period of curtailment and retrenchment some of these advertisers continued to show their confidence in The Cotton and Cotton Oil News by retaining it as their only advertising medium.

Its oldest friends are its best friends, which is about the highest praise that a man or a journal can win.

The Ginner and Miller Publishing Company, the name of the corporation which owns and publishes The Cotton and Cotton Oil News, has also published for 18 consecutive years The International Cottonseed Products Directory, which is the only reference book of its kind published and which is used by the oil milling industry throughout the United States; and has also published, for 19 consecutive years, The International Cotton Book—a 1,000-page reference book of the raw cotton trade of the world—which is used throughout the world where cotton is grown, bought or sold. The imprint of Dallas is thus to be observed wherever cottonseed products are manufactured and cotton is bought and sold.



Home of the Ginner & Miller Publishing Company, 50x110 feet, Corner Commerce and Murray Streets

New Oil Firms

Big Indian Oil & Development Company, Burt Building. Home office, Kansas City, Mo. Moved Texas production offices from Gainesville.

Bunker Hill Oil Company, 1405 Dallas Bank & Trust Bldg. Incorporated by N. F. Wertheimer, Myer Rabinowitz and Nathan Finklestein.

Colaco Oil Company. Incorporated by A. A. Lander, Dave Cowdin and Rosser J. Coke.

Eckhon Oil Company, 1112 Mercantile Bldg. Delaware corporation, granted permit to do business in Texas. J. J. Eckford, Texas agent.

Goodnight-Donald Oil Corporation, 1301 West Davis St. Incorporated by Dr. Homer Donald, W. H. Goodnight and R. R. Robertson.

Holland Oil Company, Tower Petroleum Bldg. Delaware corporation, capital stock \$50,000. Granted permit to do business in Texas with Frank R. Foster, Texas agent.

Madalyn Oil Company, Inc., Republic Bank Bldg. Incorporated by Madalyn Stevenson, R. D. Wilson and H. D. Wilson.

New Process Production Company. Incorporated by H. E. Grossman, W. G. Coates and I. G. Thompson.

Robert R. Osborne, 2003 Tower Petroleum Bldg. Independent operator, vice-president-secretary, Upland Oil Company. Moved from Tyler.

Petroleum Southwestern Corporation, 201 Allen Bldg. Delaware corporation, capital stock \$100,000. J. G. Bartholomew, Texas agent.

Pine Oil Corporation, 507 Mercantile Bldg. Incorporated by H. B. Housman, C. B. Emery and Paul Carrington.

Regent Oil Company, Tower Petroleum Bldg. Chartered for \$20,000 capital. Leon Peavy, T. C. Meserole and R. B. Austin, incorporators.

Rude Oil & Development Company. Incorporated by I. Rude, P. E. Miller and Louis Sigel.

Standard Petroleum Corporation, 602 Magnolia Bldg. Incorporated by N. Green, Paul F. Rutledge and George W. Hutchinson.

Southwestern Royalty Company, 2208 Live Oak St. Capital stock \$15,000. Incorporated by A. B. Wright, Willard Chamberlin and F. A. Chamberlin.

Hanover Oil Corporation. Incorporated by Summerfield G. Roberts, Allen Bldg., and others.

Zoom, Inc., 508 Insurance Bldg.

Triple Oil Manufacturing Co., 616 Dallas Gas Bldg. To manufacture equipment for reclaiming crank case oil.

Sovereign Oil Corp., 603 Republic Bank Bldg. Incorporators, R. M. Meith, George W. Hutchison and Nell Green.

Mazel Oil Royalties Co. Incorporated by I. Rude, Nathan Finkelstein and Myer Rabinowitz.

Caliark Corporation, 1301 Dallas Bank & Trust Bldg.

Rio Grande Refining Co., Los Angeles, Calif. Secured permit to do business in

Texas, designating Dallas as state headquarters.

Tharpe Producing Company. Incorporated by M. Tharpe, L. C. Tharpe and F. J. Scurlock.

Belrice Oil Company. Incorporated under laws of Delaware. Granted Texas permit, naming D. L. Beatty, Dallas, as state agent.

Wofford Production Company. Incorporated under laws of Delaware. Granted Texas permit, naming W. M. Wofford, Dallas, state agent.

Jim Cloud, Inc. James G. Cloud, prominent Tulsa independent operator, has moved to Dallas, residing at 6701 Turtle Creek Drive. Mr. Cloud operates extensive interests in East Texas under the name of Jim Cloud, Inc.

Turner Engineering & Equipment Company, 1221 Main St. Organized by R. H. Turner, formerly with C. F. Braun & Company, to handle refinery and gasoline plant equipment and to do general engineering service work.

When you get tired of a girl's empty conversation what do you do?

I give in and take her to a restaurant.

Medical Examiner: You look like a good risk, Mrs. Malone. But will you kindly tell what your father died of?

Mrs. Malone: I can't remember as to what, but I'm sure it was nothing serious.

A Tabloid History of Dallas

..... FROM 1841
DOWN TO DATE

(Continued From August Dallas)

(To Be Continued in October)



The first telephone was installed in May, 1881. At first all lines were direct lines, party lines being developed later. The first year of telephone service, Dallas boasted of its forty some-odd telephones, most of which were used by business firms. Gradually the service was extended to residences.



Turner Hall, built near the downtown section on Jackson street, was the center of social activities, being the scene of the Idlewild Ball, and this club's regular Saturday night dances were the main social events of the time. The hall was taken over later as headquarters for a German club.

Half a Century Ago

(Continued from Page 8)

Howard Oil Works, compress oil and oil cake for cottonseed. One hundred fifty men, capacity \$200,000.

Factory making saddles, harness, housing and trappings for horses, 150 men.

Many carpentry shops, tin shops. One copper and sheet iron establishment.

Two steam flour mills (only one operating), \$100,000 invested. Twenty-five hands.

Candy factories, bakeries, etc.

"To ship boxes of goods instead of bales of cotton is the dream of this generation."

Banks

Five banks with aggregate capital of \$800,000.

Water Works

City just purchased water works for \$40,000. Water from Browder springs and Trinity river.

Press

Herald, morning paper. Times, afternoon. A German paper and various religious organs. Texas Planter and Farmer. Ladies' Journal of Fashion.

Municipal Buildings

Congress appropriated \$75,000 for Federal courthouse and post office. No location yet, but edifice will cost \$250,000.

Amusements

Fair grounds and race course some two miles from courthouse. Controlled by Dallas Jockey club. Races always fill hotels and boarding houses.

"An agricultural fair has not been held in many years, for some reason or other, the chief one being the people of Texas have not enough idle time to attend them."

No theaters, save third or fourth class, though finest traveling companies visit Dallas in the winter.

Two beautiful parks in the suburbs. One owned by the city.

Fire!

One paid fire department, two steam engines and a hook and ladder company. "No block has ever burned at one time."

Bridge

Trinity river toll bridge, cost \$50,000, recently purchased by county, will be free as soon as paid for.

Education

Two-story schools, room enough to hold two or three hundred children, being built in each ward. (Seven.)

About eight private schools. Methodist female college. Catholic convent and school incomplete. Three colored schools.

Streets

One hundred ten named streets, none paved.

Amusements

Craddock's opera house, S. Mayer and Co.'s beer garden, Wood's Lyceum theater.

Other Business

Five dentists, one florist, one hack line, two ice cream saloons, two pawn brokers, five printers, two publishers, 54 saloons, two undertakers.

Dallas in 1882

"Passenger trains from the Pacific coast have been as much as 12 hours late due to sudden exhaustion of water tanks. When passenger trains run out of water in West Texas and Southern New Mexico, they can not continue until emergency trains come to their rescue with a new supply of water.

"On February 1st and 2nd, the drama, Hazel Kirke (a popular favorite of the

day), will be presented here by the original Madison Square Theater Company.

"Controversy appears in the Herald over the proper name for the inhabitants of Texas. Shall it be Texans or Texians?

"Dallas public schools closed at the end of the year 1881. On January 1, 1882, Professor Tooley commenced a pay school in the St. Charles hotel building with 50 pupils enrolled.

"In the early part of 1882, a proposition was under way to build a new opera house in Dallas much larger and finer than the old Craddock opera house then in use. A subscription of \$500 entitled any Dallasite to a seat in this proposed building for life.

"February 10, 1882, the 120th telephone was installed in Dallas.

"In February, a grand masquerade ball was held by the Freshinn Singing Society. It was a grand affair and many members of society attended.

"House warmings were frequent in those days and occasionally they lasted until the midnight hour.

"March 4, 1882, the inimitable Charles L. Davis and his troupe played 'Alvin Joslin' to a large audience at Craddock's opera house. He laid them in the aisles with his clever gags."

Traffic Cop: Hey, can't you read the sign? This street is for traffic going one way.

Motorist: Well, I'm going one way, am I not?

Lady: Where's your father, sonny?

Son: Out dressing up the horses.

Lady: I don't understand.

Son: He said he was going to put his shirt on a horse.



On October 1, 1885, appeared the initial issue of the Dallas Morning News, and on October 29th of the same year, the Dallas Herald ceased to exist when its individual proprietors and owners became shareholders in the Dallas Morning News.

In a rented building, at 317 Elm street, the Y. M. C. A. began with 35 charter members. Its first annual budget was only \$4,000.00. C. W. Harned, now living at 216 S. Mont Clair, was the first general secretary. Permanent quarters were bought at an expenditure of \$12,000, in 1898.

When the Oriental was built citizens frankly predicted that such a fine hotel could not pay, and it happened that the hotel was unsuccessful for the first few years, and was sold. But the Oriental was immensely successful for many years following, until it was finally torn down to make way for the modern, new Baker hotel.



Dallas

Official Organ of the Chamber of
Commerce
Published Monthly

E. C. WALLIS, EDITOR
EARL Y. BATEMAN, BUSINESS MANAGER

Vol. 11 SEPTEMBER, 1932 No. 9

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OFFICE: Chamber of Commerce Bldg.
1101 Commerce St., corner Martin Telephone 2-5425

SUBSCRIPTION \$1.50 A YEAR; 15c A COPY
ADVERTISING RATES ON APPLICATION

Motion Picture Center

Dallas is one of the key cities of the country in the distribution of motion picture films, according to a report just published by the U. S. Department of Commerce in connection with the census of wholesale distribution.

Dallas ranks twelfth in the entire United States in volume of business done in this field, with 15 exchanges doing business amounting, in 1929, to \$5,891,723. Cities rank as follows:

City—	Volume of Business
1. New York	\$34,920,055
2. Philadelphia	16,925,107
3. Chicago	14,962,297
4. Boston	13,282,553
5. Los Angeles	9,299,892
6. Detroit	9,012,805
7. Pittsburgh	8,171,672
8. Cleveland	7,105,025
9. San Francisco	6,756,665
10. Washington	6,609,666
11. Buffalo	6,127,076
12. Dallas	5,891,723
13. Kansas City	5,683,495
14. Atlanta	5,437,676
15. Cincinnati	5,434,981
16. Minneapolis	5,034,604
17. Indianapolis	4,891,594
18. Milwaukee	4,341,245
19. St. Louis	4,075,725
20. Seattle	4,039,746

Texas ranks ninth in volume in the distribution of motion picture films, with \$6,614,653, of which Dallas distributes \$5,891,723, representing 89 per cent of the total business done in the state.

Dallas Supreme In Dry Goods

The 1930 Census of Distribution reveals the complete supremacy of Dallas as the dry goods and apparel market of the Southwest. Dallas wholesalers sell 67.2 per cent of all dry goods and apparel sold by Texas wholesalers, San Antonio being second with 12.5 per cent, Houston third with 6.9 per cent and Fort Worth

What's the Use of a Chamber of Commerce

Today the Federal government is more in control of business than at any previous time, war-time not excepted. Credits, the financing of construction, money to stabilize major enterprises, relief for embarrassed tax districts,—all are literally in the hands of government.

A chamber of commerce is the community effort to increase local business. It is an attempt to reconcile politics (government) and business needs, to carry on municipal work which political agencies can not do. In these days every large city must have a strong chamber. The Federal government, the great trade groups, all the national forces trying to conquer depression, look to the chamber of commerce for local contacts, service and information.—Buffalo Chamber Contacts.

Fifty Years Ago

New popular songs of 1882:

"Take Me Back To Home and Mother."

"When the Leaves Begin to Fall."

"Message of Love," a polka.

"Angels of Dawn," a waltz.

There are 10 miles of water mains in the city and 50,000 gallons of water are consumed daily.

At the theater: Olive D. Byron's play, "Across the Continent," March 25th. March 26th, "Ten Thousand Miles Away."

Texas Ice Co. begins operation in May, offering frigid luxury to the citizens of Dallas.

Six parties in the city hospital, May 17, 1882.

fourth with 5.3 per cent. In clothing and furnishings, Dallas sells 79.5 per cent of the state total; in piece goods, 96.7 per cent, and in shoes and other footwear, 93.9 per cent.

The following tabulation shows total net sales for Texas under the various classifications, Dallas' net sales and Dallas' percentage of the state total. (X indicates totals withheld to prevent disclosing individual operations):

	TEXAS		DALLAS		Per Cent State Totals
	Estab-lish-ments	Net Sales	Estab-lish-ments	Net Sales	
Dry Goods and Apparel	127	\$65,255,000	79	\$43,864,000	67.2
Clothing and Furnishings	64	23,508,000	42	17,854,000	79.5
Clothing (general line)	7	6,609,000	3	5,056,000	76.5
Clothing and furnishings	3	498,000	—	—	—
Clothing, men's and boys'	14	3,438,000	9	1,534,000	44.6
Clothing, women's and children's	23	7,778,000	16	6,781,000	87.2
Furnishings (general line)	5	1,063,000	1	X	—
Furnishings, men's and boys'	1	1,035,000	1	1,035,000	100.0
Furnishings, women's	1	X	1	X	—
Hats and caps	3	922,000	2	X	—
Hosiery	3	1,681,000	3	1,681,000	100.0
Other clothing and furnishings	1	X	1	X	—
Dry Goods (general line)	25	24,981,000	4	9,988,000	40.0
Millinery	7	412,000	6	X	—
Notions	3	140,000	2	X	—
Piece Goods	15	11,255,000	14	11,255,000	96.7
Cotton goods	9	10,173,000	9	10,173,000	100.0
Piece goods (general line)	4	X	3	X	—
Silks and velvets	2	X	2	X	—
Shoes and other footwear	13	4,598,000	11	4,318,000	93.9

JUNK!

JUNK is what is left after something better comes along. Sometimes it is a junk method; sometimes it is a junk machine; but whatever it is *if it is obsolete it is junk.*

Junk is hard to recognize. At the peak of good times it is hard to recognize junk manufacturing and selling methods because then almost anything made will sell without much sales or service effort and at almost any price; and the waste resulting from inefficient methods, or the sales lost through ineffective selling efforts, rate low in proportion to gross income and profits.

In the depths of business stagnation it is hard to recognize junk because then the demand upon methods and mechanical equipment is too light to reveal either weakness or strength; and the loss in operating the business is too great to be more than minimized by utmost efficiency.

But on the upturn of business following a drastic slump junk is not so hard to identify. Customers appear with cash in hand and a definite desire to buy where their dollars will purchase the most for their money in merchandise and in service. Cautiously they shop and weigh every advantage; then swiftly they give their business to the manufacturer, wholesaler and retailer who gives them the greatest bargains. And under such conditions of careful purchasing nothing but the most economical production and the most efficient servicing finds a buyer.

Recently a great steelmaking corporation that is still taking huge losses each month, authorized the spending of millions of its treasured cash reserve funds to re-equip many departments—junking the “perfect” methods and machines of yesterday in order to win in the intense competition for the business of tomorrow. Thousands of other manufacturing and

selling organizations are doing likewise—knowing that the alert competitor will do the same and that those who have not eliminated the junk will be out of the running when business comes back.

Here in Dallas—a great city in the youth of its industrial development—scores of manufacturers, distributors, wholesalers and retailers

are feeling the surge of returning confidence, easing credit and released hoarding that precedes a new cycle of spending. Many are planning for a great expansion of their facilities to meet the combined promise of a developing Texas, a rising market and a commodity-hungry consumer and customer. Others are remodeling and revamping their set-ups to meet the new day in perfect fighting order. Everywhere “junk” is being junked.

In your business as in every business there must be many a place where a review of costs, efficiencies, etc., will reveal an opportunity for improvement.

Here you can eliminate a fire hazard and reduce an insurance premium; there you can end an occupational menace and wipe out another cost item; there you can speed up a process, improve a product or save on material; in other instances you can increase the appeal of show windows and the attractiveness of your inside displays. Each day brings some better way to every business; and each better way adopted by competition creates junk of one kind or another for you as well as for your competitor.

Today arrange to meet tomorrow with a business trimmed for action. Inquire, now, into every possibility of putting your store, office, warehouse or factory upon a better basis for getting and keeping business. Among other things exhaust every possibility of utilizing electric service—the cheapest, cleanest, most reliable and abundant power in existence—and the most universally useful service in the world.

ATTENTION!

Merchants and Manufacturers

The Dallas Power & Light Company offers you, **FREE**, the services of specialists competent to advise you in the more profitable employment of electric service in your office, store, warehouse or factory. Let them give you the benefit of their well-founded opinions.

**Phone 2-9321
Station 356**

Attention....Electricians, Electrical Contractors, Architects and Builders

Whenever you contribute to the repairing, remodeling or new building of a Dallas structure of any kind for any purpose, bear in mind that the engineering service of the Dallas Power & Light Company furnishes gratis every type of expert specialized consulting assistance that you may wish—as a supplement to your own thinking—from a clearing house of all electrical problems and their varied solutions. Capitalize on this. It is not for sale to anyone. Yet it can prove a valuable adjunct to your own vital service.

Phone 2-9321—Station 356—Dallas Power & Light Company

Oak Cliff News

Would Carry On

Back in 1925 that section of the city west of the Trinity began to study ways and means of putting into reality the tremendous dream advanced by the great city planner, George Kessler, and one shared by many Dallas citizens of vision, to reclaim that great section of morass between Dallas and Oak Cliff into a uniting area of beauty and utility.

It was then the Oak Cliff-Dallas Commercial Association, after several months of careful consideration, put its whole force behind the Ulrickson program and its companion plans for the county and levee improvement district. Within recent days, the suburban organization has pledged anew its efforts to see that this momentous program as it relates to the Trinity basin shall be carried to its completion as promptly as conditions and good judgment will permit.

So much has already been accomplished, it was pointed out. An area that was once an eyesore, a dividing line almost through the heart of the city and a flood menace, has been tremendously improved. Oak Cliff has already been welded more closely to downtown Dallas—only a few major features remain incomplete in the picture.

Like any great achievement in city development which involves large sums of money and several years for completion, many problems have been encountered, delays involved and politics have found a "sweet morsel."

The Oak Cliff association is looking at the problem in its broader phases: Its magnitude as a Dallas city and county project; its significance to Dallas and Oak Cliff; the impetus of its completion to Dallas' growth; the lack of vision in beclouding a great program with minor prejudices; the keeping of faith with the public who voted the program, and the epochal opportunity of accelerating progress.

Soft Pedalling Noise

An expert in the study of metropolitan trends has admitted that he was stumped by the question: "How large must cities be before it is proper for motor vehicles going in the same direction on wide streets to pass on the right as well as the left side?"

Oak Cliff is wondering, with the growth of commerce and increased traffic, how long a suburban area can hope to be comparatively free from congested street noises. Invasion of business and jumps in traffic volume into areas a few years ago which were relatively quiet residential zones, seems to have reached annoying proportions, according to complainants.

An effort is being made by the community Chamber of Commerce in Oak Cliff, in co-operation with the police department, to soft pedal as much unnecessary noise as possible.

Incidentally, the city's ordinance covering violations of unnecessary noise from motor traffic is a gentle suggestion of how times change and progress moves on. Its wording indicates it was originally designed to protect old Dobbin from a runaway scare and Bossy from snorting discontent, as well as salving frazzled nerves. Says the ordinance in part: "Every automobile and motor vehicle shall have attached to it a suitable muffler or other attachment to prevent the making of noises from the exhaust calculated to disturb the peace of persons or frighten horses or other animals."

A Doubtful Compliment

Local political campaigns with their heated tirades, gossip, inspirations and candidate-manufactured issues are trying periods for organized and active suburban civic groups. For some ungrounded reason such community groups are supposed to have a hankering for dabbling in local political campaigns.

These insinuations seem to be particularly true of Oak Cliff, which is inevitably a hot battle sector during the city and county soap box seasons—possibly based on the tradition, whether right or wrong, that the balance of voting power hinges west of the Trinity. Since the assumption carries with it a certain amount of jealousy from other sections and a considerable number of campaign aches and pains, a good many of the Oak Cliff civic leaders have been questioning in recent weeks if the tradition was not in fact a doubtful community compliment.

The Oak Cliff-Dallas Commercial Association has taken the stand that participation by suburban groups of civic purpose in partisan politics is "dangerous practice."

Backing The Fair

How could Oak Cliff most advantageously put the force of its community zeal behind the success of the Texas State Fair this year for the sake of Dallas' great institution?

Desiring to augment the city-wide pride and interest in the Fair with organized suburban attendance support, it was suggested recently, along with other courtesy designations of "special days," that Oak Cliff would be given such recognition.

Keenly appreciating any opportunity to serve the State Fair, the suburban chamber of Oak Cliff carefully considered the suggestion, decided to waive the spe-

cial community designation and is planning to make the greatest effort ever attempted to get a record attendance on All-Dallas Day from the western section of the city.

Co-operation with an institution like the State Fair was cited by the directors of the Oak Cliff-Dallas Commercial Association as a type of all-city enterprise in which organized suburban groups can help muster the full force of Dallas spirit. Such community efforts, it was believed, can bulwark the efforts of central committees on such activities by carrying civic zeal to the outposts of Dallas' far-flung suburban areas.

The Oak Cliff Chamber has pledged its efforts to a revival of the famous united Dallas spirit and it was felt that co-operation with Dallas Day at the Fair would be an instance of this policy in practical operation.

The Modern Chamber of Commerce

(Continued from Page 10)

For the present we are attempting to deal with the fundamentals of the chamber of commerce movement; and with respect to the nature and essential purposes of chambers of commerce we therefore submit the following:

The chamber of commerce is an organization of business men and others who share their general point of view, set up as a non-profit-making institution, for the purpose of developing and protecting the commercial, financial, industrial and civic interests of a community. It is a community agency that is striving by proper co-operative measures to extend trade, increase business and strengthen business institutions; develop and protect industry, natural resources and means of transportation and communication, and protect the public interest in relation thereto; take all appropriate steps looking to a sane growth and development of the city and its resources; encourage proper and healthful pride in local institutions and achievements; and obtain adequate and desirable regulations and development along civic lines.

Leadership

As in every other movement that seeks to attain objectives through the concentration of mass purposes into a co-operative agency, leadership is of first importance in the chamber of commerce. As it relates to community effort that term has two implications. There is the leadership which the organization can command to its service—the loyalty and support of those who lead the community; and there is also the leadership which

(Continued on Page 23)



A City within A CITY

—not like the fortresses or castles of feudal barons built for protection, but built in the modern way for convenience.

Oak Cliff, the City of Homes, built as a part of a greater Dallas, contains within itself the means of satisfying the demands or needs of its citizens.

Here no busy turmoil of the great city intrudes. The "Home Atmosphere" is all about, yet within call are agencies to supply the daily or occasional desires of 40,000 people. Profes-

sional men—doctors, lawyers, dentists—hospitals, drug, grocery, clothing stores and home supplies of all kinds.

For recreation there are theatres, parks, playgrounds, golf courses and swimming pools, all adding to the pleasure of living in Oak Cliff.

Almost everything one needs is at hand in Oak Cliff from automobiles to zithers, but it is still a home community. Not marred by noise and clamor—it is a City Within a City—a city to live in—to enjoy and love—a Home City!

This campaign is sponsored by the following business men of Oak Cliff through their organization, the Oak Cliff-Dallas Commercial Association

Sam Rainbolt Co.
333 W. Jefferson 9-3741
Ahart Van & Storage Co.
W. H. Fry, Mgr. 2-9078
Red Cross Pharmacy
301 S. Beckley 6-5115
J. J. Collier
Mercantile Bldg. 2-3055
Dixie Wax Paper Co., Inc.
1300 S. Polk 6-8177

Tennessee Dairies, Inc.
300 N. Crowds 7-6526
Sears Roebuck & Co.
Branch
313 W. Jefferson 9-1141
W. J. Carver Sound
Equipment Co.
321 N. Bishop 9-8300
Nichols-Ellis Co.
415 N. Bishop 9-8711

Dad's Cookie Co.
932 W. Davis 6-0018
The Bracken Printing Co.
110 S. Lancaster 9-3855
Oak Cliff Baking Co.
546 E. 9th 9-1111
W. U. Telegraph Co.
B. D. Barnett, Mgr.
2028 Main 7-6571
Chas. R. Moore
1813 Clarence 4-2127

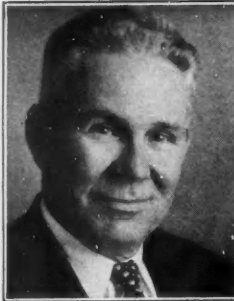
Dallas Power & Light Co.
Branch
395 W. Jefferson 9-3131
Clyde A. Wherry
Medical Dental Bldg. 9-6110
De Mond Conservatory
of Music
119 N. Beckley 6-0173
Western States Grocery Co.
209 N. Hawkins 7-1133

OAK CLIFF

"... that friendly, fast growing, nature favored section of Dallas."

Who's Who

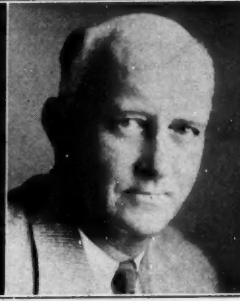
In the Dallas Chamber of Commerce



E. L. MCQUEEN
Secretary-Treasurer
Higginbotham Millinery Co.



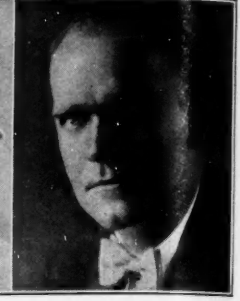
R. R. PHILLIPS
Manager
Eiko Photo Finishing Co.



F. S. BODDIE
Manager
NuGrape Bottling Co.



COL. W. E. EASTERWOOD
Financier



H. J. MARK
Manager
Procter & Gamble Mfg. Co.



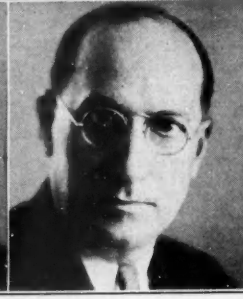
R. B. RINEHART
Office Manager
Great Atlantic & Pacific Tea Co.



M. M. WOODY
Manager
Huttig Sash & Door Co.



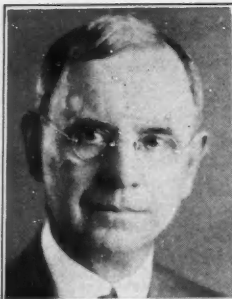
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President
Floyd West & Co.



R. A. RILEY
Sales Manager
Graybar Electric Co.



E. F. DOYLE
President and General Manager
Crescent Ice Cream Co.



H. H. HAWLEY
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R. W. BAIRD
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President
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Firm Member
Ellis, Smith & Co.



E. BRUCE LAROCHE
Architect
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ALFRED B. EMRICK
Branch Manager
Wagner Electric Corporation



TED W. ROBINSON
President
Mistletoe Creameries



B. L. HARRIS
Sales Manager
John Deere Plow Co.

This series will be continued in October

Portraits by Broune and Broune Studios

The Modern Chamber of Commerce

(Continued from Page 20)

the organization itself exerts upon the whole community—the confidence it inspires, the degree to which the program and policies for which it stands have the understanding and approval of all.

With respect to personal leadership, the chamber can be no stronger than the men it is able to enlist to its purposes. There is an obligation upon the chamber to develop policies and inaugurate activities that will command respect. If the organization has a program that is clearly in the interests of the whole community, it merits and will usually receive the support of those who are the leaders in that community.

In a large number of cities, great and small, the chamber of commerce is a driving force, respected by the business element and looked to by the whole community for constructive policies and effective action on a wide range of matters that affect the trade, the industry and the civic life of the place. Here and there, however, chambers of commerce, having equal opportunities with all the others to render conspicuous service, fail somehow to command confidence and enlist support. An analysis of such differences usually discloses that the one type of organization possesses and the other lacks the essential element of leadership.

Gratifying evidence of the repute in which chamber of commerce effort is held is found in the increasing numbers who are not only shouldering the financial responsibility involved in joint community effort, but who are giving of their time and energies and abilities in the service of their communities through active participation in the work of their chamber of commerce.

Such service has many compensations. It may with entire propriety, of course, be entered upon in the interest of an enlightened selfishness, the material well-being of most individuals being inseparable from that of the community in which they live. Most people, however, are better content when they feel that they are making some contribution to society beyond that which brings them a personal return. To greater or less degree enlightened people take satisfaction in accomplishing public work for its own sake; and the chamber of commerce movement discovers an inspiring number of people who, at the expense of real personal inconvenience and often of sacrifice, are at work upon tasks of community significance, from which any material reward to themselves is remote and indirect, and for which their best and often their only recompense is in the satisfaction of having done the job.

The year 1931 especially brought that type of service out in strong relief. It was accompanied at the same time, as it always is, by equally worthy emergency activities in the direction of enlightened selfishness—activities in which men labored with tremendous effectiveness toward the aversion of commercial and financial disasters; toward the preserva-

DALLAS, September, 1932

Who's Afraid of Sharpened Pencils?

Only the Simple Simon who fears to figure a decent profit on work well done—and the Dub Practitioner who specializes on low prices. There are very few of the former—for good work and low prices never did go together—not for long—since Simple Simon eventually goes broke. But the industry is littered with the latter—price specialists—who quote limit lows. Their principal fear is the sharpened pencils of their competitors.

We do not compete on that basis, because the cost per square inch or per impression does not establish the true value of Printing. It's the dollar cost per sale that counts. We welcome pencil sharpening on that point, as a check-up on who gives the most for the money. Sharpened pencils when applied to false economies are nothing to be afraid of.

Texas Publication House, Inc.

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WILL ROGERS

SAID » »

"If they do bring beer back, what are we going to use to buy it with?"

Business is coming back, and the thing to buy business with is good advertising. Business has to be bought with attention, confidence and interest.

Your advertising must get attention, create confidence and be interesting enough to cause people to invest in your commodity.

Well designed layouts, good art work and good ideas are ready for you at any time you will consult me. Come on up or phone

HUGH CARGO

1816 Allen Building



In Texas it's Hilton Hotels

DALLAS
WACO
MARLIN
ABILENE
SAN ANGELO
EL PASO
LUBBOCK
PLAINVIEW

Never Changing Rates

\$2.00 - \$2.50 - \$3.00

tion of our business structure; the combating of a psychology of defeat; the maintenance of industrial operation; the selling of goods; the providing of employment; and the relief of need along lines that have been designed not only to abate the want but to maintain the self-respect of those who have felt most heavily the economic pinch that has affected all.

From the standpoint of the individual, the satisfaction that comes from participation in such collective efforts is measureless. It stamps him first of all as one who looks beyond the limits of his own enterprise, and recognizes his economic interdependence with others of society. It gives him the consciousness that to some degree at least he has deliberately influenced the life of his generation. It places him in the company of those who, through the same process of trial and error that obtains in most efforts of men, are striving to raise the social and economic level in which they live.

There will be like challenges and equal rewards in the years just ahead. Communities will be called upon to deal with the special problems that have grown out of the stress years of 1930 and 1931. And after these are solved, the needs of our cities will still demand the attention of public-minded citizens. Already chambers of commerce are appraising their past efforts in the light of present needs, and are preparing to meet with new devices and changed programs the necessities that are arising. Having been led by some emergency activities far outside

their traditional field, organization will now have to make important decisions as to the extent to which many of those unusual activities shall become permanent. New policies will be in the making. Experienced leadership will be passing, and newer hands will be called to the control of affairs. Men will still be afforded the opportunity to serve their own interests, and those of their communities and of society, by bringing their powers to bear upon the pressing issues of the day through the medium of collective effort. We submit that such service is worth the consideration of enlightened people.

Chambers of commerce are useful and necessary parts of our civic and commercial life, and have been an important factor in the development of American cities. We believe they have rendered signal service during emergency periods, and that they will assume increasing importance, modifying their policies and programs to meet the demand of the cities they serve. We urge, therefore, that chambers of commerce merit and should have the support and guidance of outstanding citizens in every community; and that the Chamber of Commerce of the United States, recognizing its responsibility as the acknowledged leader of a national movement of which it is an integral part, should continue and extend its efforts toward acquainting the public with the continuing and broadened utility of chambers of commerce and toward aiding those chambers that need assistance in the development of activities and the adoption of methods that will enable them to attain and hold positions of confidence and leadership in the communities they serve.

(To be continued in October)

TRAVELERS GUIDE



Tourist Camps

CAMP HORN TOURIST APARTMENTS, Federal Highway No. 81, Phone 2-3840, (D. B. Spiller, Mgr.) *Austin, Texas.*

PETRIFIED FOREST LODGES, North City Limits, Highway No. 2, Tel. 9871, *Austin, Texas.*

Cafes

"EL FENIX" CAFE, 108 S. Santa Rosa Ave., *San Antonio, Texas.*

MAVERICK CAFE, 621-23 Congress Avenue, Tel. 7688, *Austin, Texas.*

RIVERSIDE CAFE, (Lonnie Wilson, Proprietor), 102 E. Houston St., *San Antonio, Texas.*

Hotels

LA FITTE HOTEL, 535 S. St. Mary's St., *San Antonio, Texas.*

Tennis Tournament to Be Held

The final outdoor athletic tournament of the Junior Chamber will be held the last of August in the form of a tennis tournament. There will be both doubles and singles events for men only. Heretofore the wives of the members have been given a chance to show their prowess.

A number of valuable prizes will be given by Dallas merchants to winners and runners-up of the matches. Linz Bros. will give a silver loving cup, Sanger Bros., a silver pitcher; Spalding & Bros., a pair of Tilden tennis shoes; Huey & Philp, a bathing suit; Reynolds-Penland, pair tennis trousers; Lowe & Campbell, pair of tennis shoes; Hoover-Lehman, one polo shirt; Cullum & Boren, pair of tennis shoes, and Neiman Marcus, one sweater.

Ted W. Robinson, formerly of Fort Worth, is now making his home in Dallas. Mr. Robinson is president of the Dallas Milk Company and vice-president of the Mistletoe Creameries, both subsidiaries of the Borden Company. He resides at 3613 Holland St.

Dallas-Made Lingerie



One of the recent developments in Dallas manufacturing is that of lingerie. At the present time there are five manufacturers of this item in Dallas. Fox-Coffey-Edge Company, Blue Bonnet Co., Sally Francis Mfg. Co., Higginbotham-Bailey-Logan Co. and the Bruck-Mandel Co. The Fox-Coffey-Edge Company, Higginbotham-Bailey-Logan Company, Sally Francis Mfg. Co., and the Blue Bonnet Co. have been in this line several years. The Bruck-Mandel Company is one of the newer concerns.

The picture typifies the marvelous merchandise in this line that is manufactured in Dallas. Sunny Wallace, one of the models in the 25th semi-annual Southwestern Style Show, is modeling "Dauphine" lingerie, which is manufactured by the Fox-Coffey-Edge Company.

Study Politics

The political and civic education committee of the Junior Chamber of Commerce had at its monthly meeting of the organization another interesting phase of civic activity. O. H. Koch, director of public works of the City of Dallas, spoke on the problem of Dallas' storm sewers. In his talk he told the difference between sanitary sewers and storm sewers and explained what was meant by pressure sewers.

Programs like this will keep the younger men posted regarding what is

going on at the city hall and when their time comes to step into the places of the city council they will have some idea of how to run the government. One of the reasons why it is hard to get able men to fill important political offices is because of the fact they are afraid their knowledge of things political is not great enough to help them make a success of the work. For this reason the men who are to step into important positions in the future should be trained now for the work.

Dallas-Built Boats

A new item has been added to the list of products made by Dallas industries—boats. The American Mill & Manufacturing Company, 3006 Monticello street, recently adding boats to its line, has completed and delivered three 16-foot sail boats and is building a number of duck boats for sportsmen. The plant is equipped to build boats to specifications, and has developed a light, hollow, built-up mast for sail boats. L. B. Jones is owner of the plant, which is well equipped for a number of wood-working operations.

The doctor of a country village had two children, the prettiest little girls in the district. While they were out walking one day they happened to pass two small boys, one of whom was a visitor in the village.

Said the latter to his friend:

"Who are those pretty little girls?"

The village boy replied: "They are the doctor's children. He always keeps the best ones for himself."

How did you get into the habit of growing a mustache?

Oh, it just grew on me.

"I get more kick out of bridge when I play opposite my wife," said the man as he rubbed his shins.

Simson was pleased. "So he said I was a polished gentleman, did he? What were his exact words?"

"He called you a slippery fellow."

Your husband has a new suit.

No, he hasn't.

Well, something's different.

It's a new husband.

No, my father never thrashed me in all his life.

Too bad—just another wreck due to a misplaced switch.

It's really asking too much for a child to pray at its mother's knees when most of the time they are parked under a card table.

Why does a red-headed girl always marry a quiet fellow?

She doesn't. He just gets that way.

DALLAS, September, 1932

DALLAS MAGAZINE

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Southwestern Finance....Current News and Trends

By JOHN PEYTON DEWEY

WHAT has happened in the markets of America during the last few weeks has been plenty. To tell here of all the changes for the better is unnecessary, and to tell why they have taken place would be merely to list a lot of theories.

Whether the upswings of bond, stock and commodity prices are the work of organized pools, whether they are merely Republican politics, whether they result from the collapse of the European offensive against our gold reserves, whether they result from the tremendous remedial measures that have been undertaken, or whether they are the natural result of sold-out conditions and the return of confidence, the change has come and it's only the resulting situation that matters. Very likely all these causes had a share in it.

Will the improvement continue? That depends on how wisely we temper our optimism with caution, and vice versa. There's much to be done yet in the way of healing financial wounds, but a great deal more has already been done along that line than a lot of us realize.

Rather than keep on looking only for reasons why things should improve, it may be well now to ask why in the name of common sense they shouldn't.

Better a Good Market Than a Big Crop

ADVANCES in the price of cotton during the last few weeks, and particularly since the government's crop report of August 8th, have bred a widespread optimism which the pessimists have been prompt to decry. Why, ask these latter, get excited about higher prices when all they mean is that the farmers will have less cotton to sell?

Well, let's see. The government says Texas will market some 3,800,000 bales. It looks now as though the price should be at least nine cents. That's \$171,000,000 for lint alone.

But suppose the crop had been big. Say five million bales for the state—which nobody really thought it would be. Then the price would have stayed around five cents—or less. Total, \$125,000,000.

Figuring most conservatively, it looks as though the farmers of our state are close to fifty million dollars better off already than if they had begun turning in another bumper cotton crop.

* * *

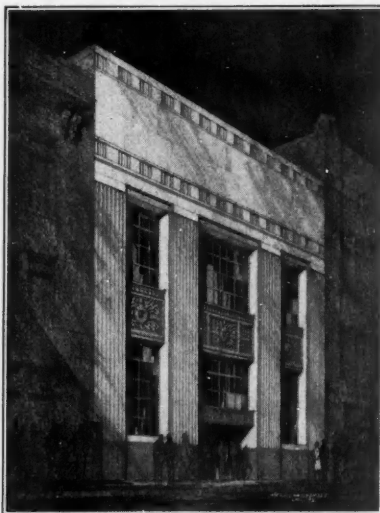
Annoying as he sounds, there's a bit of wisdom about the office grouch who observed that, while confidence does seem to be returning, it will probably turn out to be confidence in the wrong things.

Watching the Loans To Farmers

DURING the last twelve years the U. S. Department of Agriculture has made crop-production loans to farmers amounting to some \$315,000,000. Forty per cent of the repayments are delinquent. Gone, mostly. Of the other 60 per cent, many repayments have been made in cotton, peanuts, canned goods. The government has been in business with the usual results.

These have been direct loans to farmers. They are wholly aside from certain famous "stabilizing" purchases of cotton and wheat.

Many have been the benefits to individual farmers, no doubt. Patrimony always does some good. Times have been hard lately, too, but they haven't been hard for twelve years. There may, it seems, be a better way to do this job.



The newest addition to Dallas' distinguished group of bank buildings is to be the Dallas Bank and Trust Company's Commerce street annex, adjoining the bank's present 16-story building in the rear. Work of dismantling the buildings on the site at 1507-9 Commerce street, has been started and the new building should be completed by January 1st.

The improvement will cost \$110,000, and will provide a bank lobby extending through from Main to Commerce street, a clear span of 200 feet. Both the main and second floors will be occupied by the various departments of the bank.

Herbert M. Greene, LaRoche & Dahl are the architects. The Jopling Construction Company are the contractors.

At any rate, the Department of Agriculture will make no more of these loans. Future loans direct to farmers will be made by the R. F. C. through the newly created agricultural credit corporations, whose policies, still being formulated, are understood to be considerably more cautious than those bygone.

Two hundred million dollars are available for these direct loans this year out of Congress' two billion-dollar relief appropriation. Sixty-five millions have already been loaned and the other \$135,000,000 will be administered by the new loan corporation (new southwestern headquarters, Fort Worth).

So far this year, 41,000 families in this district (Texas, New Mexico, Arizona), have borrowed about four million dollars. Three million more are available for loans.

Real Uses of Democracy

MANY new things have been born of this depression of ours, but probably the most interesting of all has been the increased measure of participation in our national economic activities by local men from all sections of the country.

Called to Washington for conferences and appointments during the last few months have been Nathan Adams, R. L. Thornton, Fred F. Florence and Arthur L. Kramer from Dallas; Frank Kell from Wichita Falls; Jesse Jones from Houston (board member, R. F. C.), and others. Their individual activities have been—and will continue to be—cited elsewhere in these pages.

Opportunities given to these gentlemen to help straighten out national problems are among the brighter lights of our present governmental picture, helping immensely to offset the shadows cast upon state and nation by those who are taking advantage of popular unrest to practice demagoguery and exploitation.

Ample Grounds

THE threat of unsound legislation, of a badly unbalanced national budget, of radical currency inflation, of failing banks, of railroad receiverships, of collapse of commodity and security markets, of the shackling of gold—all have been averted. Need we look further for grounds for the improvement in sentiment?

Stand By Building and Loan—It Pays

THERE'S a whale of a difference, as many of us have found, between frozen assets and no assets at all. The freeze may be inconvenient but there's always the comforting thought that the thaw will come, or at least that it always has.

Most building and loan associations during recent months have not been able to pay back their investors' funds on demand. Of course they haven't—their money is at work under long-time contracts. It's not a sound building and

loan function to keep cash on hand and idle.

Many associations, too, have passed their dividends. That's unfortunate, but it's not remarkable. Many a good firm has done that. The best interests of investors are often served by omitting dividends—strengthening reserves—buttressing treasuries against coming storms.

These things are passing annoyances. Fundamentally the whole structure of building and loan is as sound as the American people—in whose homes it holds equities of more than nine billions of dollars. Last year, less than two-tenths of one per cent of all American building and loan investors realized any loss whatever.

That's why the new Home Loan Bank System (Nathan Adams, board member) proposes to serve the public primarily through building and loan associations; why two of its five board members are building and loan executives.

Compared with most other types of financial institutions, building and loan has made a remarkably good record—and better days lie ahead.

I hear you stayed in a haunted house last night. What happened?

About 12 o'clock a ghost came through the wall just as if there were no wall there.

And what did you do?

I went through the opposite wall the same way.

What's in a Name?

(Continued from Page 14)

the makers of our best-known products have had, ask your banker for a loan.

If he asks you what for, and of course he will, tell him you want to make a good investment. If he still insists on knowing more, and of course he will, tell him you are going to invest a little money in an advertising campaign. If he tells you he doesn't believe in advertising, just smile and tell him he's a liar and prove it by having him tell you: what watch he got up by this morning, what razor he shaved with, what breakfast food or coffee he had for breakfast, what make of car he rode to the bank in, what make of shoes, shirt, suit and hat he wears and what cigar or cigarette he smokes.

If that does not get the money, ask him to select a dozen good stocks for you

—and see if he doesn't pick the stocks of the firms which constantly advertise.

What's in a name? Not much, unless that name stands for an individual, firm or product that has been made famous through advertising.

World's Greatest Athlete

(Continued from Page 11)

the Golden Cyclone team made its annual pilgrimage to the National Girls' Basketball Tournament, held that year in Wichita, Kansas, she earned and was given a berth on the all-American selection. This accomplishment becomes almost phenomenal when consideration is given to the fact that four months prior to that time she had never participated in any organized sport of any kind, and that the national tournament at Wichita had been the closing event of her first year in basketball.

Babe is a clerical employee of the engineering department with principal duties in connection with the tabulation and typing of detailed statements of losses. We have no production records of any of our employees other than comparative records of one employee with another as to their accuracy and speed while assigned to similar work. It is our opinion that her efficiency, accuracy and reliability does not suffer by comparison with any of the other athletes of our organization. Efficiency, reliability and accuracy of our athletes, as a class, far surpass those of our non-athletes. Babe has been promoted three times. These promotions were due to the fact that she had prepared herself for the desks ahead of her while working on the desk assigned to her. By way of explanation, it is the unwritten law of the Employers Casualty Company never to go outside of our organization to fill a vacancy above a beginner's desk, unless there is absolutely no one within the organization capable of filling the vacant position. In this manner, all employees that come to us are employed as beginners and are promoted as vacancies occur above them and, of course, provided that they have sufficiently acquainted themselves with the work of other desks to properly assume the duties assigned to the higher vacancies.

At the end of the track season in the summer of 1929, the Golden Cyclone found itself the champion of the city,

champions of Texas, champions of the Southern A. A. U. and nestled in third place in the national, as a result of their participation in the national women's field and track meet held in Chicago, Illinois. The following summer found the Golden Cyclone team again participating in field and track and in baseball. This year, augmented by the presence of Babe Didrikson. Babe's rapid rise on the basketball team and her berth on the all-American basketball team, together

PANSY TEA ROOM LEAFE

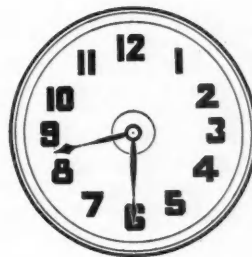
2916 Maple, Opposite
Stoneleigh Court

Pansy (Leafe) Shepherd

10%
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Special plate
lunch, 35c
Dinners, 50c & 75c
Phone 7-4285

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rates are lowest

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INTERNATIONAL TRUCKS

NEW MODEL A-3—1½ Ton, 6 Cylinder, 136-inch
W. B. Chassis, F. O. B. Factory - - - - \$795

INTERNATIONAL HARVESTER COMPANY OF AMERICA
(INCORPORATED)

405 SECOND AVENUE - - - - DALLAS

with her popularity amongst her teammates, made Babe the choice of the Golden Cyclone track team to captain the track team that year. During that same season Babe played on the baseball team as one of its pitchers, substituting at third base when not in the box. Together with her teammates, she enjoyed a very successful season in baseball. At the end of the summer the Golden Cyclone field and track team found itself city champions, county champions, southern champions, state champions and national runner-up. At the end of the national women's field and track meet which was

held in Dallas on July 4, 1930, Babe was officially credited with having broken three world's records, one in the broad jump, which was bettered during the meet by three-fourths of an inch by Stella Walsh of Cleveland, Ohio. One in the baseball throw for a distance of 268 feet 10 inches and first in that event, and one for the javelin for a distance of 133 feet five inches which was good for first place in that event. The following season found the Golden Cyclone team again active in field and track but absent from the baseball field, substituting tennis for baseball among those members who did not participate in field and track. During that season Babe Didrikson established several new southern records and at the end of that season the Golden Cyclone team journeyed to the national women's field and track meet at Jersey City, where they again placed second in the national, and again Babe Didrikson was credited officially with breaking three world's records, two of which were good for first place. In that meet she established a new world's record of 12 seconds flat in the 80 meter hurdles and a new world's record of 296 feet in the baseball throw. As a result of her participation in that meet, Babe Didrikson received worldwide recognition and by some of the sports writers of that section was acclaimed the greatest woman athlete in America. At that time several of the sports writers and coaches witnessing her exhibition in Jersey City, predicted for her a great career in the near future.

And now we come to the memorable field and track season of 1932, just passed. This season again found the Golden Cyclone track team in the field. Though badly crippled and handicapped for lack of numerical strength—some of its members having retired from sports, some of them having severed their connections with the Company, some of them being out on account of operations, and some of them having gone "over the hill" in the field of sport. Nevertheless, the few remaining members of the squad carried on. During this season they were unable to participate in the Southern A. A. U. championship at Shreveport and were supplanted by the Bowen Air Lines field and track team of Fort Worth, Texas, as southern champions. Two weeks after the southern field and track meet had passed, the Texas field and track meet was scheduled and held at Denton, Texas. But three members of the famous Golden Cyclone track team remained to carry the colors of the Employers Casualty Company in that meet. Under a ruling of the vice-president of the Southern A. A. U., in charge of the Texas division, that meet was thrown open to allow each girl to enter as many events as she desired, said meet being conducted under the same rules as had been published for the national meet, to be later held in conjunction with the Olympic tryouts in Chicago. Those three members of the Golden Cyclone team appeared at the Texas state meet at Denton and defended their title as Texas state champions successfully against the entire

field. Pitted against them in that meet as the most serious threat was the recently crowned southern champions—the Bowen Air Lines team from Fort Worth, which numbered 18 members strong. At the end of that meet the Golden Cyclone found itself again crowned as the Texas state champions, winning over the recently crowned southern champions by a score of 68 to 45. Of those 68 points, Babe Didrikson accounted for 47½ points. In that meet Babe officially entered and competed in each and every one of the eleven (11) events scheduled. She placed first in eight events, tied for first in one event, was second in the 50-yard dash and scored one-half point as a member of the relay team which ran third in that race. Following that meet, Babe continued training for the Olympic tryouts and the other two members of the team turned in their uniforms, leaving Babe the sole representative for the national competition. Babe then entered the national meet at Chicago and single-handed won thirty (30) points to take the team championship of the United States for the Golden Cyclone and to establish herself as the iron woman of all women athletes. Single-handed she defeated the entire team of the Chicago Evening American which had enjoyed the national title for three consecutive years and boasted a membership of 17 athletes. All sections of the United States were represented in that meet with a reported field of more than 200 competitors. In that meet, Babe was again credited with breaking two world's records, one in the 80-meter hurdles which she had been officially credited with and reduced her former time from 12 seconds flat to 11.9 seconds. The other record which she broke was her own record of 133 feet 5½ inches in the javelin which she had established in 1930. She increased the record in that event to 139 feet four inches. In that particular meet, circumstances and official demand for her presence all over the field deprived her of earning a high place in the discus throw, which she was very capable of doing.

Following the national meet at Chicago, Babe became a member of the American team to participate in the 10th Olympiad in Los Angeles. The sports reading public is so well acquainted with her performances in that meet that repetition is not necessary here. The writer simply wishes to comment on one or two simple facts. After being sorely disappointed in her discus exhibition at Chicago she requested permission to prove her ability with the discus and to be given an opportunity to represent the United States in that event if she proved her metal. Promise of participation was denied her by the manager and coach of the American team but in practice she proved to them that she was the superior of all other members of the American team in that event by tossing the discus 144 feet. This record is not official but was witnessed by other members of the team and its coaching staff. At the end of the Olympics, Babe was credited with having broken four world's records, two

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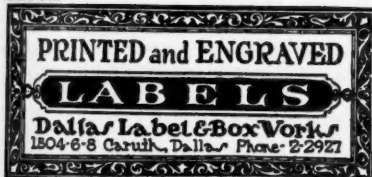
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of them remaining as the world's records.

In the javelin throw she increased her own world's record from 139 feet five inches, which she established in Chicago two weeks prior, to 143 feet four inches.

In her preliminary heat of the hurdles she broke the existing world's record to establish a new record of 11.8 seconds, which in itself broke her previous record of 11.9 seconds. The following day in the final hurdles, she broke her previous world's record of the previous day to establish a new world's record of 11.7 seconds, and to win first place in that event. In the high jump she broke the existing world's record of 5 feet 5 1/4 inches by a leap of 5 feet five inches. In the opinion of many spectators and several sports writers, as reported by the press, Babe Didrikson actually cleared the bar with inches to spare at a height of 5 feet 6 inches but, after having cleared the bar and well beyond the bar, one foot struck one of the standards with sufficient force to dislodge the bar and she was not officially credited with having legally made the jump. Following this, the bar was lowered to 5 feet 5 1/4 inches, neither of the remaining two entrants having legally cleared the bar at 5 feet 6 inches in the opinion of the officials, and on this jump Babe cleared the bar with inches to spare, but one of the officials ruled that her head preceded her body across the bar and that such position above the bar constituted a dive and also, therefore, ruled it an illegal jump and Babe was deprived of that record. Press comments state that moving pictures taken of Babe while making that jump plainly showed that the ruling of the judges was in error. However, those of us personally interested in Babe and connected with her athletic career, as well as Babe herself, realize that the judge disqualifying her jump was within his legal rights to rule it as he did because of the fact that at the time of the event he believed that she was diving and that to have altered or changed that ruling would have been inconsistent with precedent, and none of us have any fault to find with the ruling of that official. We consider it merely one of the breaks of the game and are satisfied to accept it as ruled.

Now, back for just a moment to the Golden Cyclone team as a whole. This team has been credited with being the most versatile team of athletes that the world has ever known. It is the only team of record that has successfully fought its way to the absolute top of two major sports within the same year without any change in its personnel and this feat was accomplished in three out of four successive seasons. The Golden Cyclone team has placed of official record more of its players during the past four seasons on the mythical all-American selection as officially made by the National A. A. U. body, than any other team in America. At the present writing there are 13 members and former members of the Golden Cyclone team who have won their berth on the mythical all-American team in the past four seasons. For three seasons the Golden Cyclone basketball

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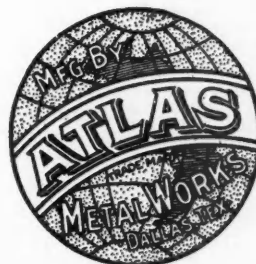
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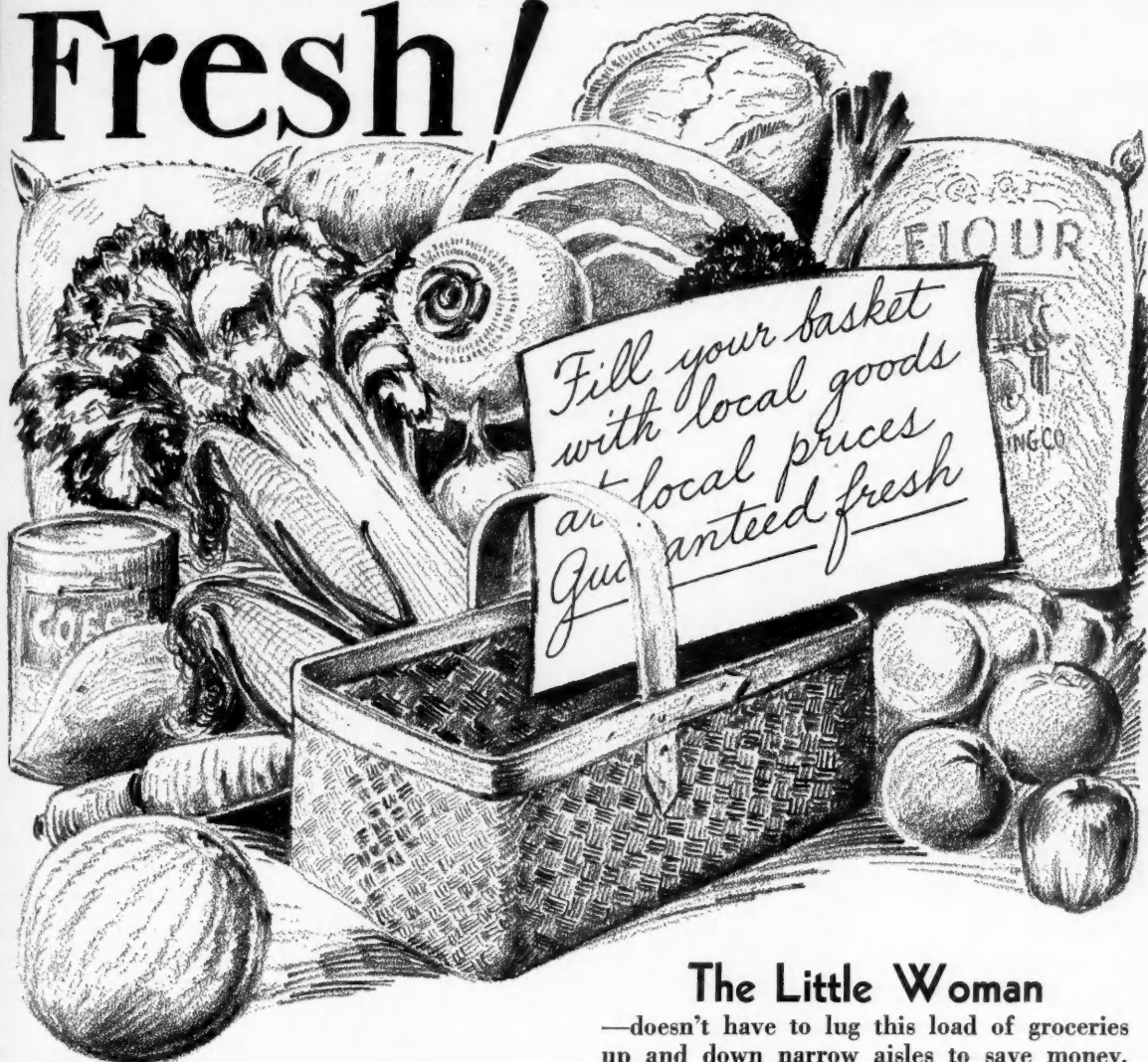
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team was captained by the only athlete in America, man or woman, who ever made the mythical all-American selection more than three times. This particular girl, Agnes Iori Robertson, was officially chosen as a member of the mythical all-American team for six consecutive seasons, twice before she joined the Golden Cyclone and four times as a member of that team. The Golden Cyclone boasts of having on its personnel the only three girls in America who have ever been able to win national distinction of having made the mythical all-American team in both the forward court and the guard court. Those three girls, Belle Weisinger, Verna Montgomery and Gipsy Williams Butcher, have succeeded in earning all-American berths both as all-American forwards and all-American guards during the respective seasons in which they played those different positions.

I have often been asked as to what I attribute the wonderful athletic success of Babe Didrikson. My answers have always been the same; her success was due to her untiring efforts, her strict adherence to training and health prescriptions, the opportunities for learning and practice afforded her by the athletic activities of the Employers Casualty Company, by the co-operation and sacrifices of her athletic teammates, by the worthy competition given her by her teammates and her opponents which brought out in her the best that was there, and by her indomitable spirit and will to win. Although I have been her only coach from the time that she learned how to use "english" on a backboard of a basketball basket and from the time that she learned the term "field and track" did not apply to cotton fields and railroad tracks until the present moment when she stands without a peer in the athletic world, I do not consider that my services as her coach entitle me to any personal credit whatever. I feel that under the circumstances which surrounded this young athlete and which gave to her all the opportunities which she needed to learn and practice and compete and succeed, would have produced similar and successful results irrespective of who may have coached her during that period. Throughout 28 years of coaching amateurs as a hobby, I have never had the pleasure to observe any athlete who accepted coaching and training as readily and as interestedly as Babe has. True to traditional law applying to great athletes, she has at times been temperamental and somewhat hard to handle but those periods have been far fewer than in most cases of athletes of much less ability and reputation.

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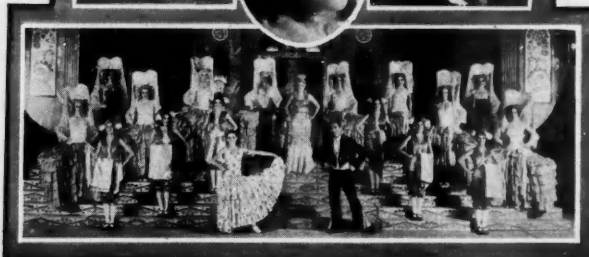
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